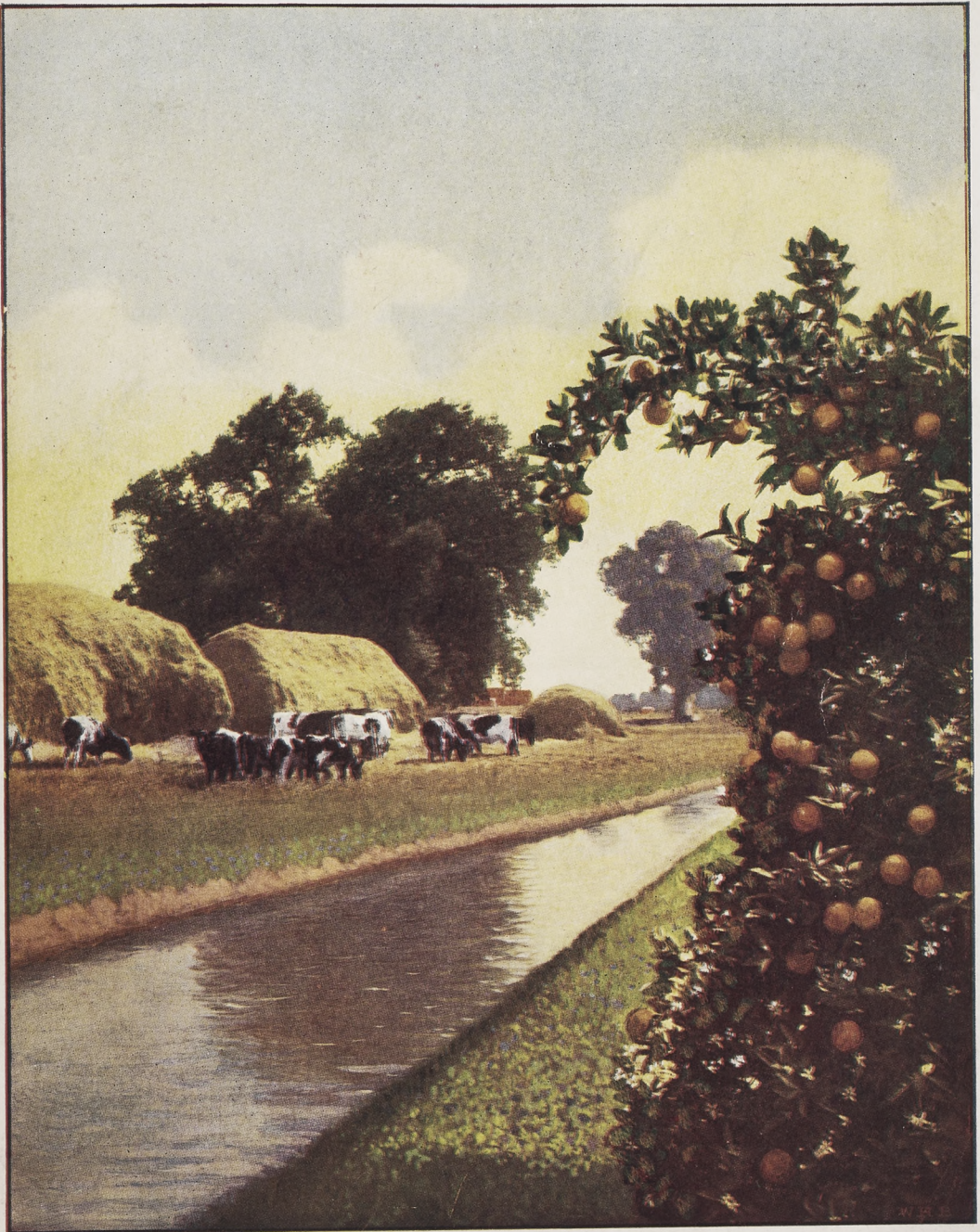


FRESNO COUNTY CALIFORNIA



TWO SOURCES OF WEALTH: AN ORANGE GROVE AND DAIRY HERD



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A FRESNO ROSE-EMBOWERED PERGOLA, SHOWING HOW A CITIZEN TAKES ADVANTAGE OF A BENEFICENT SOIL AND CLIMATE

FRESNO COUNTY CALIFORNIA

BY WALTER B. CLAUSEN

SOUVENIR  EDITION

ISSUED BY
SUNSET MAGAZINE HOMESEEEKERS BUREAU
SAN FRANCISCO, CALIFORNIA
FOR THE BOARD OF SUPERVISORS OF
FRESNO COUNTY, CALIFORNIA

The Fresno County
Chamber of Commerce
tenders you
a cordial invitation
to visit Fresno County, the
richest and most productive
of all the counties of
California,
and investigate its
wonderful resources
in 1915



HOME OF THE FRESNO COUNTY CHAMBER OF COMMERCE, IN THE CITY OF FRESNO

Fresno County, California



FRESNO COUNTY speaks to the world. The language of *Opportunity*, couched in terms of health, contentment and wealth, is the perfection of expression—a universal language. This is Fresno's tongue.

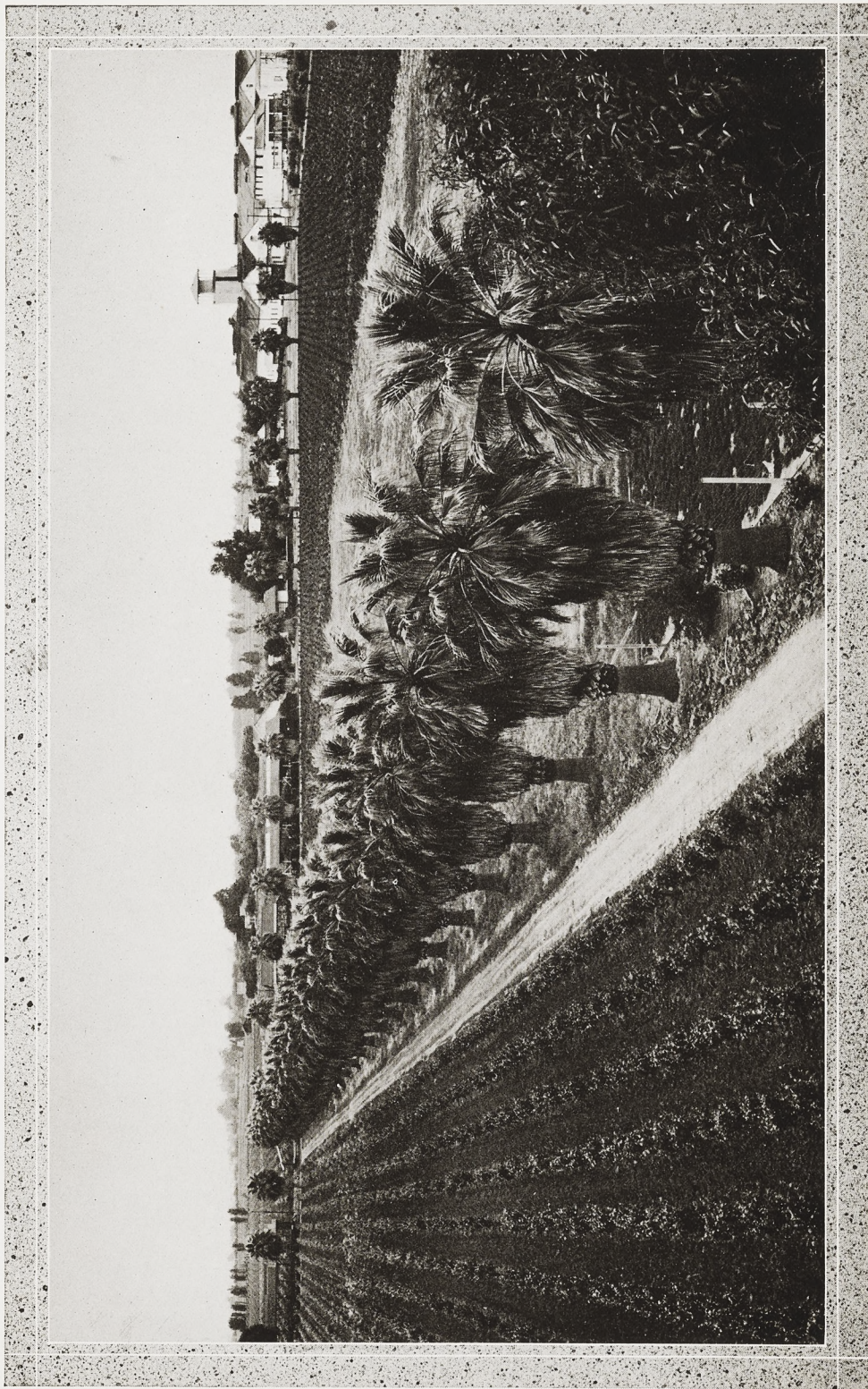
There are many seekers after opportunity. There are many who would be builders of homes. Fresno has opportunities. Fresno wants men—families—to build homes within its borders. Fresno County is one of the nation's richest agricultural districts; yet it is but half developed. It is to get acquainted that Fresno County sends this message to the world.

"Placed by Providence for Prosperity," is Fresno's slogan.

Heart of California geographically, seed of California's wealth as the center of the great San Joaquin Valley, Fresno County has 3,825,000 acres—5,945 square miles—within its borders. With a population of 90,000, Fresno County is worth \$153,773,118. The products of the land last year—1913—were \$52,537,000. *Mind you now*, only half of the county's agricultural land has been developed, and only one-fourth has been developed intensively to bring out its full resources.

Larger than Connecticut, three times the size of Delaware, and six times as big as Rhode Island, it is one of California's largest counties.

There are 1,728,000 acres of agricultural land in the county; soil adapted to a prolific diversity of products which no land in the world can excel. Of this vast empire only 867,840 acres have been agriculturally developed.



A TYPICAL HIGHLY DEVELOPED VINEYARD WITH ITS ROWS OF DECORATIVE PALMS AND ITS WINERY. SUCH VINEYARDS ARE FRESNO COUNTY WEALTH MAKERS

Agriculture is first among Fresno's subjects; but Fresno is not only an agricultural county. Within its borders are all the conditions which make California famous—all except the seacoast. Half of the county, 1,635,840 acres, is mountains, comprising vast mineral resources and timber lands, in addition to some of the most wonderful scenery in the world. Many of the great attractions of the Sierras lie within Fresno's borders. The foothill regions embrace 184,320 acres; the western foothills containing the famous New Idria quicksilver mines, richest in the world, and the Coalinga oil fields, producing \$10,000,000 a year; and the eastern foothills are dotted here and there with citrus groves which annually add \$1,200,000 to Fresno's coffers.

Vineyard products, petroleum, deciduous fruits and citrus fruits, stock-raising, mining, farming and dairying, together with manufacturing, combine to produce fifty odd millions of dollars revenue each year. Only ninety thousand people are engaged in this vast empire, which is resourceful enough to take care of and make rich two million people. It is worthy of note that 67,500 of the population is city population, and 22,500 country population.

Ten acres can support a family of five and bring a tidy income. Operations may be started on a very small financial scale.

Once seen, Fresno County leaves an impression which time cannot change.

Professor Blackmar, of the Department of Economy and Sociology at the Carnegie Institute of Washington, says:

"My visit to Fresno was pleasing and profitable and full of agreeable surprises. You have truly a wonderful country, productive beyond imagination and rich beyond the dreams of wealth. You have a fine agricultural town and a wealthy agricultural district in one of the grandest valleys the sun ever shone on."

TOPOGRAPHY

From an elevation of 12,000 feet in the Sierras, its eastern boundary, to its central valley floor 180 feet above sea-level and to its western boundary, the Coast Range ridge, 3,000 to 4,500 feet altitude, Fresno County is a vast trough occupying the center of the fruitful San Joaquin Valley.

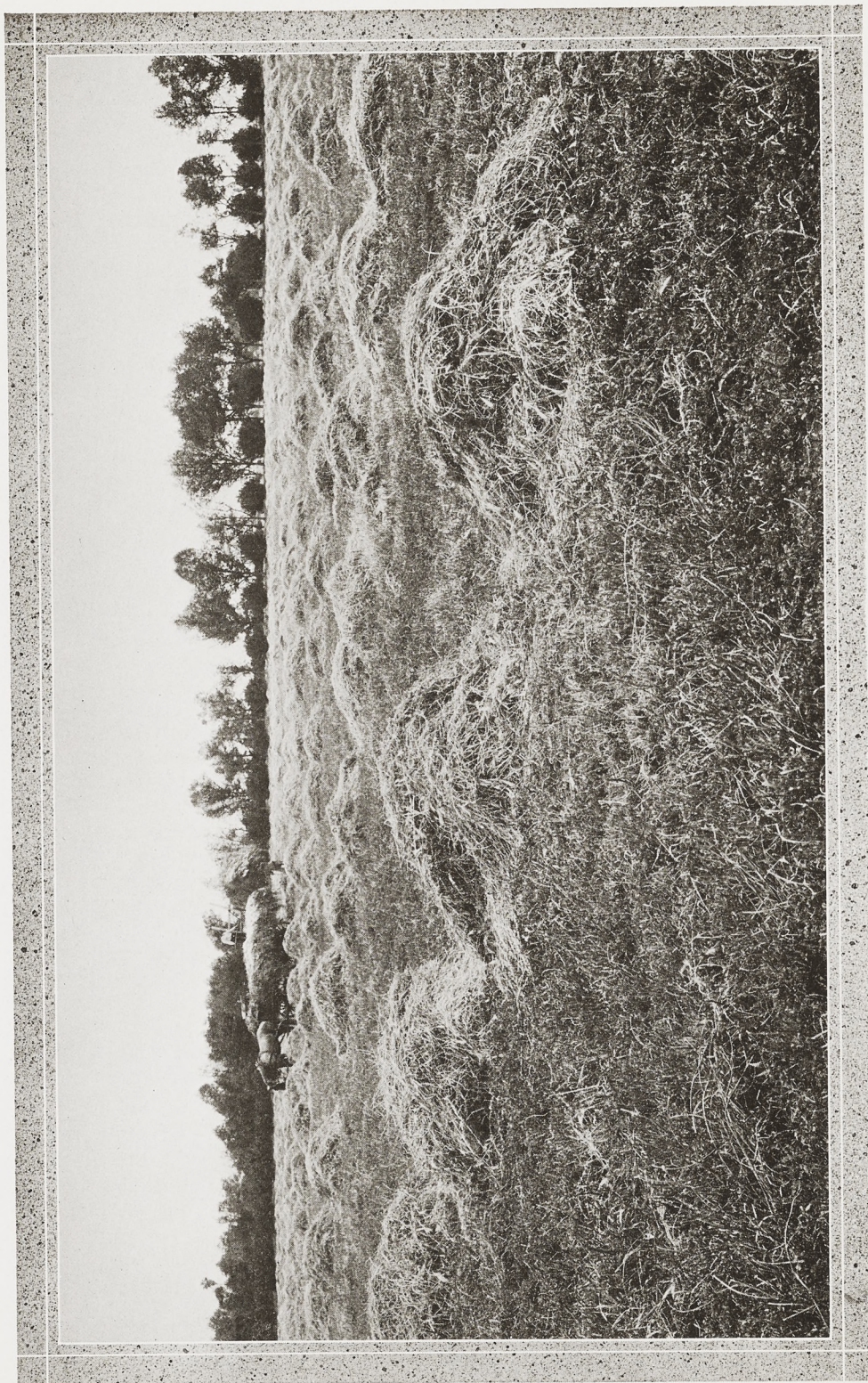
The topography is simple, but the county embraces all inland topographical conditions found on the Pacific Slope.

Scenery of impressive grandeur, with mines of untold wealth and a vast area of timber are the portion contributed to Fresno by the Sierras occupying a strip practically forty-two miles wide and sixty miles long on the western portion of the county. From this the foothills slope down six miles. The valley floor with river bottom and plains extends forty-eight by forty-two miles. The western foothills average a mile in width and the Coast Range twelve miles to the western border.

The San Joaquin River forms the principal line of the northern boundary. The Kings River rises in the southeasterly corner of the county and runs down the east central mountainous section and then turns through the south central portion of the county into Kings County to the south. Eighty-two miles of its course is in Fresno County. Down the center of the plains of Fresno runs the Fresno Slough, emptying into the San Joaquin River at its northern boundary line.

The Coast Range hills on the west are treeless, retaining no rain water, and this makes the western plains arid except where water is pumped for irrigation.

The largest streams which flow across the valley from the foothills in the east have well-defined valleys cut into the main valley plain. Where they leave the foothills their valleys are deepest, ranging up to one hundred feet maximum.



NEW MOWN HAY ON A TYPICAL FRESNO COUNTY GRAIN FARM. THIS COUNTY RANKS HIGH AS A PRODUCER OF GRAINS AND GRAIN HAY; IRRIGATION IS RESPONSIBLE

CLIMATE

To the agriculturist climate is a matter of first consideration. Fresno climate is the California climate which has made the Golden State the apple of the world's eye. It is characterized by two seasons, the wet and the dry. The wet season extends from October 1st to April 1st. Rain is rare during the period April 1st to October 1st.

The mean annual rainfall for the last twenty-seven years was 9.70 inches, with a maximum of 16.47 inches and a minimum of 4.88 inches. These figures, recorded at the city of Fresno, may be taken as a fair average for the entire area. At Huron, the center of the west side of the county and Fresno's driest district, the mean annual rainfall was 4.35 inches; at Mendota, in the northern part of the valley floor, the average was 8.48 inches, and at Friant, in the eastern foothills, 10.06 inches.

Snow is a curiosity, except in the High Sierra. Only twice since 1887 has there been a snowfall within sight of Fresno's farmers. Hailstorms are just as rare, and, except in the high mountains, there are no thunderstorms. Frosts are not severe and the coldest weather is between December 3 and February 23. During the summer the humidity is low, sometimes as far down as six per cent. The result of the heat is thus less appreciable. Therefore when the mercury ascends to 110 degrees, as it sometimes does, the warmth is not oppressive and prostrations from heat are unknown. During the winter the humidity is high.

The mean annual temperature is sixty-three degrees with an absolute maximum of 114 degrees and an absolute minimum of twenty degrees above zero.

The total wind movement is low, and only in the spring are there winds of sufficient velocity to be particularly noticeable. The maximum wind velocity is thirty-eight miles per hour.

The dryness of the summer has made Fresno County world famous as a raisin district, an orange producer and a generally prolific horticultural and farming region.

On the floor of the San Joaquin Valley, the main farming region of the county, the mean annual temperature ranges from sixty degrees to sixty-eight degrees, with comparatively little local fluctuation. In the foothills the range is fifty-two degrees to sixty degrees. In the lower stretches of the Sierras the mean is from forty-four degrees to fifty-two degrees and in the High Sierra thirty degrees to forty-four degrees.

Fresno's record low temperature in the valley, twenty degrees above zero, occurred on New Year's day, 1888. For seven months of the year—April to October, inclusive—the thermometer has never dropped below the freezing point in the farming region since 1887, at which time the United States weather station was established.

HEALTH

California climate is synonymous with health. Greater than the vast wealth of Californians is their health, and the world has long recognized California as a summer and winter resort unsurpassed. There are two great conditions in California climate, the seacoast climate and the valley climate.

Fresno is typical of the inland beneficent qualities of California climate. The low humidity has proven an invincible foe to bronchial troubles.

The birth rate in Fresno County is nearly twice as great as the death rate, and last year there were more marriages than births. Compare this with your own town.



FRESNO IS ONE OF THE FIRST FOUR LEADING CALIFORNIA COUNTIES IN DAIRYING. ALFALFA IS RESPONSIBLE FOR THE GROWTH AND SUCCESS OF DAIRYING

WHAT THREE ACRES CAN DO

"Three acres? Ain't 'nough tuh stack a wheat crop on!" one of the wheat barons would have said with a sneer a few decades ago when Fresno County was in wheat ranches of 50,000 and 70,000 acres.

Taken at random from the records of hundreds of farms between one and five acres, the report of J. B. Evans from his three-acre ranch near Sanger would have surprised the wheat baron.

This shows what intensive farming does, and what the soil is capable of. Here is the record of crops sold during the year:

Strawberries.....	\$ 82.15
Blackberries.....	75.00
Peaches.....	271.15
Beans and tomatoes.....	7.70
Grapes.....	5.60
Apricots.....	4.60
White Heath.....	3.75
Strawberry plants.....	12.00
Total.....	\$461.95

Besides this they grow oranges, cherries, lemons, almonds, figs, plums, olives and walnuts for home use.

SOILS AND LAND PRICES

Agriculturists throughout the country are just beginning to awaken to the fact that certain soils are adapted to certain fruits, and that it is not only a question of whether a certain fruit will thrive, but which fruit will bring out the largest product. Fresno County offers a greater diversity of soil conditions for agricultural development than any other area its size in the world.

The soils vary widely in origin, color, texture and adaptation to crops. Everything that will grow in the temperate climate conditions can be produced somewhere in the county.

The soils of the foothills are of variable color, residual in origin, light brown to reddish brown predominating. On the east side, the most productive side, about Mount Campbell, the soil is known as dry bog and of rich chocolate color. These foothill soils are the most productive in the State, and here the orange, lemon, fig, olive, apple, grapes and alfalfa thrive. This soil runs three to twenty feet to shale hardpan, in some cases with a second soil strata.

The valley soil deposits are of yellowish red or brownish red to deep red, and are generally underlain by red to dark red, heavy, compact subsoils, which are marked with the occurrence of a substratum of dense hardpan, cemented by iron solutions. This land is adaptable to grapes, peaches, figs, apricots, alfalfa, oranges, apples, cereals, and small fruits.

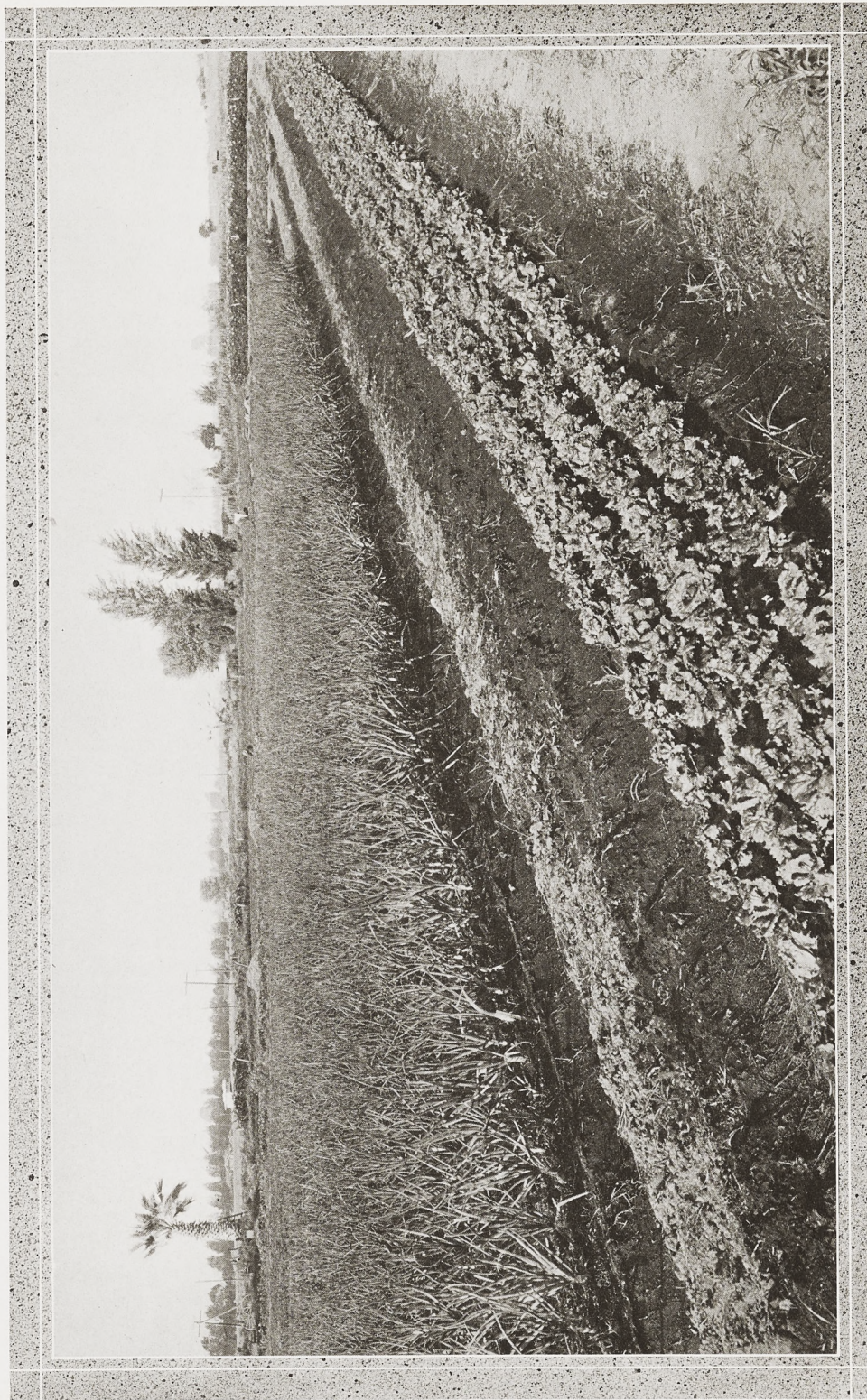
Large areas of sandy loam and clay loam are found in the county.

The soils of the flood plains and recent valley deposits are composed of water-laid materials generally of comparatively recent origin. This is generally gray to light brown in color and has a uniform sloping surface, apparently level, but marked with slight swales and depressions and in some sections by indistinct "hog wallows."

IRRIGATION

Approximately half of the agriculturally developed acreage of Fresno County is under irrigation. This area is over 400,000 acres. Fresno is a pioneer of the West in irrigation, and its system is the most extensive in the State.

Water is King in Fresno, for its land is the richest in the State, and remained a desert until irrigation. The county is yet in the state of evolution



VEGETABLE FARMING IS A PROFITABLE INDUSTRY IN FRESNO COUNTY. ALMOST EVERY KNOWN GARDEN VEGETABLE CAN BE SUCCESSFULLY AND PROFITABLY GROWN

as far as irrigation is concerned, this being shown by the wonderful development of the many colonies which until recently were regarded as desert lands.

Irrigation ditches in the county aggregate a total mileage of 2,042, there being 254 main ditches with a mileage of 831, and 688 laterals with a mileage of 1,354.

Some irrigation was attempted as early as 1868, but the principal development did not take place until nearly 1880. The county was then devoted to wheat, and much was left as "desert" land. Not until the development of twelve years ago were the vast possibilities of this "desert" land known, and now it is being developed with surprising activity.

The principal supply of irrigation water is taken from the King's River. The annual discharge of this stream is given in government reports as 1,790,187 acre feet. San Joaquin River water irrigates a small portion in the northwestern part of the county. Gravity canals is the method of irrigation. The last census figures show Fresno County led California in irrigation with 402,318 acres, being 31.9 per cent. of the irrigated land in the State. Water is sold at the rate of sixty-two and a half and seventy-five cents an acre annually.

The canal irrigation system is developed to its limit and irrigation by pumping is now being developed. More than twenty per cent. of Fresno County's irrigation is by pumping. Some farmers pump at a cost of \$1.50 per acre per irrigation, but the expense is usually nearer \$4 per acre. All the San Joaquin Valley agricultural lands are underlain with water strata, from a depth of 12 to 300 feet, averaging on the east side 65 feet and on the west side 175.

TRANSPORTATION

With two transcontinental railroad systems and eight feeders, Fresno County is well served with transportation facilities.

The main line of the Southern Pacific passes through Fresno, touching, south of the county-seat, Malaga, Fowler, Selma and Kingsburg. Another Southern Pacific line enters the county at the northwest and runs to Fresno via Firebaugh, Mendota, Ingle and Kerman, and continues south from the county-seat to Sanger and Reedley. Between these two lines is a branch from Kerman serving Caruthers and Lillis. Still farther west there is a line from Ingle to Tranquility and Riverdale. This joins an east-and-west road which, touching the main line of the Southern Pacific beyond the county's southern border, runs west into the county, again passing through Ross and Huron to Coalinga. The northeast portion is served by a branch through Tarpey, Las Palmas, Clovis, El Prado and Friant.

Into the High Sierra from El Prado is the scenic line of the San Joaquin & Eastern railroad leading to Cascada and the Big Creek country.

The Santa Fe system enters the county at the north, paralleling the Southern Pacific main line into Fresno. There it branches. One fork runs southeast, later to join the main line farther down the valley, serving Parlier, Del Rey and Reedley. From Reedley a branch extends northeast through Vino and Wahtoke to Piedra.

The Santa Fe main line south of Fresno runs through Oleander, Bowles, Monmouth, Conejo and Laton.

From Laton, in the southwestern part of the county, the Laton and Western runs to Lanare, connecting a newly opened road with the Santa Fe.

Several electric interurban systems are planned in the county.

The county road system includes 1,500 miles of good roads. Much improvement is under way. The main trunk line of the \$18,000,000 California State Highway runs directly through the county.



FRESNO COUNTY HAS MORE THAN 400,000 ACRES UNDER IRRIGATION. WATER IS DIRECTED WHERE NEEDED THROUGH A SYSTEM OF IRRIGATION CANALS LIKE THIS

POWER SUPPLY

The power supply is adequate in Fresno County, and there are unlimited resources in the Sierra. Two competing corporations are in the field, supplying power for all purposes.

The San Joaquin Light & Power Company has transmission lines from the High Sierra running to a foothill station a few miles from Fresno, where they branch. One continues into the west central portion of the county, supplying power for irrigation by pumping and the other line skirts the foothills.

In the city of Fresno the company has a steam plant and substation. Three 30,000-volt circuits radiating from here supply Selma, Reedley, Dinuba, Kerman, Coalinga and the oil fields.

Forty-thousand horse-power is available for Fresno County consumers provided by these hydro-electric and steam plants. The rate is sufficiently low to make it possible to irrigate alfalfa at \$2.50 to \$4.00 an acre per year, with water at twenty-five to sixty feet.

The Pacific Gas & Electric Company has also an important and efficient gas service in the valley.

THE VINEYARDS

Viticulture is raised to a higher standard of productivity in Fresno County than any other place in the world. More than 122,559 acres are under a high state of cultivation, with over 40,000,000 bearing vines. The production of the vineyards in 1913 was valued at \$12,143,398.

The various products of the vineyards in order of their relative importance are as follows:

Raisins (Muscats, Thompson's Seedless and Sultanas).

Sweet wines.

Grapes for shipping and canning.

Brandy.

Unfermented grape juice.

Dry wines.

Cream of tartar.

Vinegar.

Stock food for sheep.

Grape seed oil.

There are vineyards of all sizes and kinds in Fresno County. From stretches as far as the eye can reach the diagonal lines of vines spread, and in other portions intensive farming shows vines between orchard trees.

There are more than 100 varieties of grapes raised in the county, the principal varieties being the Muscat, Malaga, Thompson's Seedless, Emperor, Seedless Sultana, Rose of Peru, Flame Tokay, Datter de Beyrouth, Zinfandel, Malvoise and Mission.

Thirty per cent. of the grapes are converted into wine; sixty per cent. into raisins and ten per cent. shipped out as table grapes.

The Department of Agriculture maintains an experimental station at Fresno.

There are many small vineyards in Fresno County, as seen by the following record of farms:

Size	Number
1 to 4 acres.....	1062
5 to 9 acres.....	1661
10 to 19 acres.....	2141
20 to 39 acres.....	1198
40 to 79 acres.....	352
80 to 119 acres.....	71
120 acres and over.....	41
This makes the total number of growers as.....	
	6526



LAND ONCE THOUGHT TO BE OF LITTLE VALUE IS NOW BRINGING RICH REWARDS FROM CITRUS FRUITS

Raisins

For many years Fresno County has held supremacy as the world's center of raisin production. The exceptional combination of soil and climatic conditions necessary to this culture is found throughout the county.

Raisins form one-tenth of the county's annual income.

Twenty-five years ago Fresno loomed up as one of the leading raisin-producing districts of America, and today one-fourth of the raisin crop of the world is raised here. Fresno's output is twice that of Spain, the next largest raisin center in the world.

The annual production is more than 94,000,000 pounds.

The chief varieties of raisin grapes grown in the county are the Thompson's Seedless, Muscat, Seedless Sultana and Malaga. The Thompson is a heavy yielder, but being a smaller grape than the Muscat its average production is about the same as the Muscat. The Muscat is the best known in the world's markets.

Raisins are cured in the field on trays between the rows of vines. They are exposed to the sun for about twenty days. It is in this process that the dry heat of the summer proves precious to Fresno County, as well as the 150 summer days without rain.

After the curing of the raisins they are hard and dry. To soften them they are placed in sweat boxes, large open boxes each holding 100 pounds. These sweat boxes are stored in the shade, and the raisins sweat, exuding the remaining moisture and thereby softening the skin.

The proportion of the grape to the raisin is four to one and the average production in raisins is about one ton to the acre. Muscats sometimes run as high as two and a half tons per acre.

Fresno County introduced the "seeded" or stoned raisin to the world. This remarkable process was initiated in 1896 when 500 tons were placed on the market. Fresno County last year marketed 43,000 tons of seeded raisins, and the annual yield is constantly increasing.

Fresno County wants to make its raisins even better known. The annual celebration of Raisin Day, April 30, is a step in this direction. This day is known the country over. In all leading hotels, cafes, trains and in many private homes the raisin, prepared in innumerable delectable ways, is served and enjoyed on this day. Fresno holds a festival.

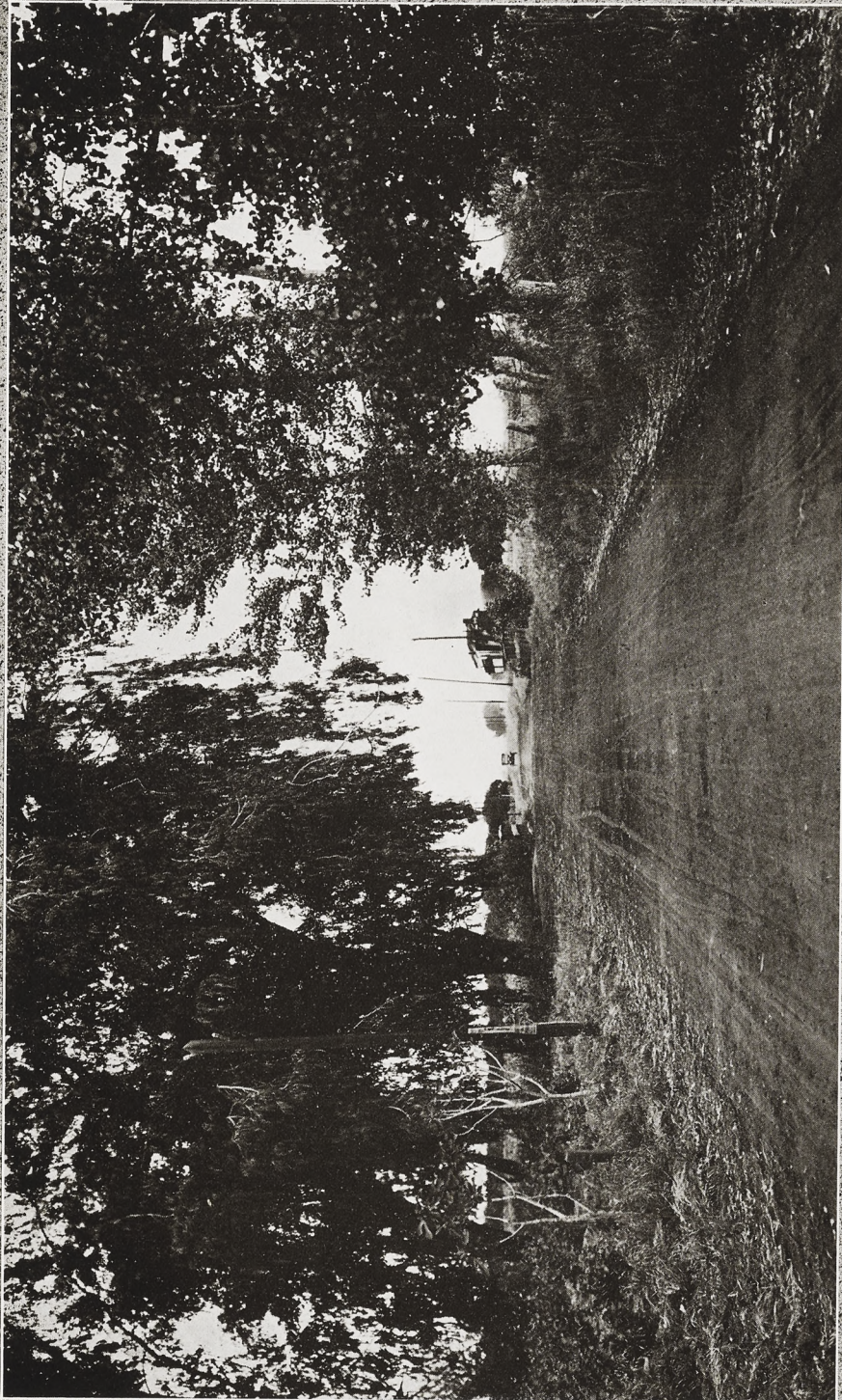
The most remarkable by-product factory in the world, and the only one of its kind, is located in Fresno making use of raisin seeds, stems and other grape material which was formerly used only as fertilizer. Cream of tartar, vinegar, grape oil for soap and paints are a few of the many products of this plant.

Wine Grapes

After considering the enormity of the raisin output of the county it would seem that all the grapes were used for this market, but with twenty-seven wineries—some of them among the largest in the world—and twenty-nine distilleries, Fresno commands further attention as the leading sweet wine district of the State. The acreage of wine grapes runs from small vineyards of a few acres to holdings of 2,500 and 3,300 acres.

The sweet wine production of Fresno last season was 6,847,608 gallons. The brandy production was in excess of 1,000,000 gallons. In addition 150,000 gallons of dry wine and 50,000 gallons of grape juice are produced annually.

Port wine is the chief output among the sweet wines, being about fifty-five per cent. of the total. Sherry is next, being one-third of the total, and Angelica, Muscatel, Tokay and Malaga follow in the order named.



THIS ROAD IS AN EXAMPLE OF THE FRESNO COUNTY ROADS IN GENERAL. THE \$18,000,000 CALIFORNIA STATE HIGHWAY RUNS THE ENTIRE LENGTH OF THE COUNTY

The largest winery in the county is the Wahtoke, in the Sanger and Reedley vineyard district. This has a capacity of 2,000,000 gallons a year. M. F. Tarpey's La Paloma winery, near Clovis, has an output of 1,500,000 gallons. The Italian-Swiss Colony has a winery at Selma producing 750,000 gallons a year, and another at Kingsburg with a capacity of 1,000,000.

Many of the large wineries are located near Fresno. These include the Eisen, Eggers, Fresno, Margarita, Barton, Las Palmas, Calwa, Scandinavian, St. George, National, Grand and Kearney.

Table Grapes

To all parts of the country and from Alaska to South America table grapes are shipped from Fresno County. More than 12,000 acres are devoted to the production of this fruit, the chief varieties being the Emperor and the Malaga. The Flame Tokay is also grown and the Muscat, Malaga, Rose of Peru and Thompson's Seedless, while used chiefly for raisin production, are sent into the table market in large quantities.

About ten per cent. of the grape production is shipped to the markets green.

Climatic conditions are so remarkable in the thermal belt that some growers allow their grapes to remain on the vines until December 10, when they are sent to the Eastern holiday markets.

The packing of grapes in sterilized sawdust has proven even better than the Spanish method of packing grapes in cork dust. By this means Emperor grapes of Fresno County are sent all over the world.

DECIDUOUS FRUITS

California is known over the world for its deciduous fruits, and Fresno has done a large share in accomplishing this development. The versatility of the county is markedly shown in the strength of its orchards. The development is even the more remarkable when it is remembered that less than thirty years ago the San Joaquin was one of the greatest grain countries in the world, and trees were few.

Today Fresno ranks as the leading peach district of the world, and its wealth of apricots, figs, nectarines, apples, pears, plums and prunes is not small.

The latest available figures of the number of bearing orchard trees in the county are as follows:

Peaches and nectarines.....	2,277,314
Apricots.....	186,823
Figs.....	120,124
Prunes and plums.....	66,926
Apples.....	32,097
Pears.....	13,356
Cherries.....	2,729

The bulk of the deciduous fruit crop is canned, while a large amount is dried. Less than fifteen per cent. is placed on the fresh fruit market.

Fresno County is the healthiest orchard country in the world. There is not a single fumigating outfit in the county except those used for inspection of incoming stock. Fresno County is unusually free from pests, according to Horticultural Commissioner Roullard.

In the orchards intensive culture is shown throughout the county and it is quite ordinary to raise two and even three crops at the same time. In many cases grape-vines will be seen between the trees, and that big wealth producer, the fig tree, is commonly used as a border.

Practically all of the young orchards are used as vineyards or alfalfa fields until the trees come into bearing. Berries, vegetables, corn and melons are common secondary crops.



THE FRIENDLY SUMMER SUN PRESERVES THE FRUIT CROP FOR THE FRESNO COUNTY FARMER

The Peach and Nectarine

When you smack your lips over a delicious helping of canned or preserved peaches, no matter in what part of the world you may be, you may rest assured that in all probability it is a Fresno peach.

Fresno is most generous of the districts that feed the world with peaches. Experts and laymen never hesitate in awarding the palm to the Fresno peach.

The chief varieties grown are the Phillips, Tuscan, Orange, Strawberry and Lemon, and Albertas, Muirs, Early Fosters, Early and Late Crawfords, and Lovells.

The Tuscan Cling is the early peach and the principal canning peach. The Phillips Cling is the late canning peach.

Sixty per cent. of the peach crop is dried; twenty-five per cent. is canned and fifteen per cent. sent to the fresh market.

Nectarines are produced equal to any other product in the country, but the output is comparatively small in relation to the peach. The value of the annual peach and nectarine crop of Fresno County is \$2,400,000. There are 37,558 acres of peach trees in the county.

Just what peaches do in Fresno County may be shown from the following individual records:

The eleven-year average for Orange Clings near Reedley was \$140 per acre.

Ten acres of Tuscan near Sanger produce an average of fifty tons per year at \$22.50 per ton, making \$112.50 per acre.

One hundred acres near Sanger returned \$18,000 per year.

Apples

Apples are grown chiefly in the foothill valleys and have not yet become an important item among Fresno's shipping fruits. The number of bearing trees, according to the last census, was in excess of 32,000 and since that



GRAIN FIELDS NEAR COALINGA, WHERE THE RICH OIL BELT HELPS TO SWELL THE COUNTY'S WEALTH

time a large acreage has been planted in the mountain valleys, especially at Auberry Valley in the northeastern part of the county. Evaporated apples were first sent into the Coast markets by Fresno in 1910, and, being pronounced a success, this product has been on the increase. The value of the 1913 production was \$30,000. A large acreage is planted above Reedley. The red Bellefleur, Newtown Pippin and Jonathan, with others of the fall and winter varieties are the favorites.

Apricots

Though not one of the leading horticultural products of the county, apricots are raised extensively. There are more than 180,000 bearing apricot trees in the orchards. With the exception of the small amount used for home consumption the apricot yield of the county is dried.

Prunes and Plums

Prunes and plums are successfully grown in the county, the advantages in drying fruit making Fresno County well adapted to the prune. These fruits, however, have given away to the more valuable orange, peach, fig and olive. There are about 66,000 bearing prune and plum trees in the county.

Figs

The Calimyrna fig, of a better grade than even the original Smyrna fig, is known in the markets of the world since Fresno in 1909 entered the world's markets as a large producer. The fig is rapidly growing in popular favor as a leading orchard product.

It was Fresno County that perfected the fig as an American fruit. George C. Roeding, Fresno's famous nurseryman, introduced the cultivation



THE BROAD SAN JOAQUIN SERVES A DUAL PURPOSE, SUPPLYING WATER FOR THIRSTY LAND AND A SWIMMING AND BOATING PLAYGROUND FOR THE PEOPLE

of the Smyrna fig in California after it had been unsuccessfully attempted, though the Adriatic and Mission white and black figs were highly successful. After years of experimenting Mr. Roeding went to Smyrna and there learned the secret. The Smyrna fig cannot be matured until pollenized from the Capri, or wild fig. For years the secret of this was sought in vain.

Mr. Roeding discovered that a microscopic insect, called the *Blastophaga Grossorum*, a species of wasp, was the pollenizing agent.

This insect breeds in the Capri fig, and upon the ripening of this fig eats its way through and carries the pollen to the Smyrna fig. One of these wild fig trees is planted for every 100 Smyrna trees. With this secret Mr. Roeding perfected the Calimyrna fig, which produces now more than \$200,000 annually in Fresno County. This fig, prepared, brings twice as much as other figs of the best quality.

An idea of what the fig produces in California is shown by the following typical returns:

Ten acres of Calimyrnas, nine years old, \$1,681.

Four acres Adriatics, eighteen years old, \$1,400.

The older the fig trees are the greater producers they become, and the natural life of the tree has not yet been determined. Adriatic figs have been produced in California since the eighteenth century, and these trees in Fresno County are the largest producers.

Olives

The olive in Fresno County is beginning to attract the attention of the country. The Ascolano, Mission and Manzanillo olives are prolific producers, and some experts have declared that Fresno soil and climatic conditions have shown better results with this fruit than any other soil in the world. The producing acreage is in excess 3,000, and hundreds of thousands of small trees are planted. At the Sanger nurseries alone there are 300,000 two-year-old trees which will be set out in orchards throughout the county.

At Reedley six acres of eighteen-year-old trees of Manzanillos produce \$400 per acre annually, and young trees, three-year-old from graft, in the same district produce \$100 an acre. Conservative averages on the olive production figure one ton an acre at a commercial value of \$175 to \$250.

Fresno olive oil brings the highest price, and the pickled Fresno ripe and green olives are known the world over.

The value of the 1913 production was in excess of \$150,000. The largest olive packing and oil producing plant in the county, the Roeding Olive Company, last year put up 140 tons of pickled olives, and reduced seventy-five tons of olives to oil. Five and a half pounds of olives make one gallon of oil. The value of the Roeding plant output was \$108,000. There are several individual pickling and oil plants at the olive orchards.

THE CITRUS GROVES

The development of a rich citrus belt has been one of the remarkable features of Fresno County's growth. Land once thought little of for grazing is now returning big profits on oranges, lemons and grapefruit.

Although oranges have been successfully grown in Fresno County since the early days of ranching, the commercial opportunity was overlooked till recently. Experiments on a commercial scale were started twenty years ago, but it is only within late years that the citrus business has assumed importance. Now it promises to become one of the chief features of the county.

The County Horticultural Commissioner's office puts the total orange acreage at 1,650 acres, of which 500 acres are not yet in bearing. There are now, however, more than 500,000 citrus trees ready to sell in the county's nurseries.



THOMPSON'S SEEDLESS GRAPES, THE RAISIN GRAPE THAT HAS MADE FRESNO COUNTY AN UNDISPUTED LEADER IN A PROFITABLE INDUSTRY

At the National Orange Show held in San Bernardino in 1912, and also in 1913, Fresno County took one of the highest prizes. Although one of California's infrequent severe frosts had damaged the general citrus crop, that of Fresno County had not been impaired.

There are thousands upon thousands of acres in the foothill citrus belt awaiting development. This belt runs along the lower hills from a point approximately east of Clovis, south through Centerville, Wahtoke, the Kings River Thermal Tract, the Annandale Colony and the rich lands east of Reedley. Mount Campbell, rising in a big cove in the foothills—a bay containing thousands of acres—is surrounded by groves.

Immense profits are being made on oranges, exceptional groves paying fifty per cent. on a valuation of \$1,000 an acre. There is a long period of waiting for the highest returns, but the orange begins to pay at four to six years of age. It is not easy to say when the tree comes to full bearing, as it is long-lived and its production increases for a long time.

Unimproved land can be bought for from \$150 to \$200 an acre, a low price as compared with land of similar quality elsewhere.

An orange grove can be brought to bearing age here for about \$350 net. This figures all work at wage rates, whereas the owner can do much of preparation and planting himself and can take all the care, thus saving outlay.

The returns, year by year—the real output that can be counted on—may be fairly stated at from \$150 to \$250 an acre net. This in the face of the fact that good groves have paid \$500 an acre, \$1,000 an acre, and more. But \$2,000 a year from ten acres—\$2,000 net—is good enough. And it is play farming to water and cultivate ten acres of oranges.

The lemon is not extensively grown here, but well located is equally as successful and profitable as the orange. One grove of twenty-two and a half acres, of which five and a half acres are oranges, in the foothills, is a bonanza to the owner. This grove's returns will discount half the farms of 320 acres in any of the great agricultural districts of the East or the Middle West.

The leading varieties of oranges are the Washington Navel and the Valencia Late. The latter, which has come to the fore within a few seasons, is almost seedless, and is valuable especially because it can be marketed in the early summer, when there is practically no other variety for sale.

Lemons yield from September to Christmas.

Strawberries

Strawberry culture, the possibilities of which have for the past two years attracted much attention, has reached a high stage of development in Fresno County. Ripening in February, usually in the first week, the strawberry from Fresno is sent into the markets of Chicago, New York and even New Orleans before the Georgia and Florida crops and commands the highest prices of the season during this time. The increase in acreage of strawberry farms has been so great in the past year that reliable figures on the total acreage are not obtainable. It is estimated however that more than 450 acres are devoted to this crop. The value of the 1913 crop was \$33,000.

Other Small Fruits

Blackberries, raspberries and other small fruits are grown, the value of of the 1913 crop being \$13,000. Practically all of this fruit is raised as borders or in small patches in vineyards or orchards. As with the strawberry Fresno County produces an early crop in small fruits which find a ready high market.



THE FRESNO COUNTY COURT HOUSE SURROUNDED BY A BEAUTIFUL PARK, WITH A WEALTH OF TROPICAL
24 AND NATIVE FOLIAGE

Nuts

The English walnut bids to become an important factor in the development of Fresno County orchards of the future. In every district of the county may be seen the young walnut trees as borders, and large acreages have been planted in groves. Great success has been obtained with the bearing trees, of which there are several orchards.

Of almonds there are about 7,000 bearing trees giving good returns, and pecans are produced on a commercial scale.

Peanuts thrive in the county, as well as chestnuts and many other varieties of small nuts.

NURSERIES

Fresno is the greatest nursery county in the State, and its output is shipped all around the world. In the thermal belt of the foothills, above the Kings' River, nurseries have gained fame owing to the total lack of frost. Some of the statistics are remarkable. An example of the value of the nursery grounds in this belt is shown by a recent case. Leasing a three-and-a-half acre strip for eighteen months, one man made \$18,000 in orange trees.

These were the only nurseries in the State to escape an exceptional frost last year and had they not been in operation the orange tree supply would have been depleted. From one nursery 600,000 orange seedlings were sent to southern California nurseries to replenish stock there.

More than 300,000 two-year-old olive trees are under cultivation in the nurseries.

More than 1,500,000 deciduous trees, 500,000 citrus and 3,000,000 grapevines are raised annually.

ALFALFA

Two and a half million dollars worth of alfalfa hay produced last year placed Fresno County as the leading county in the State in this quick money producer. The 1914 crop is a record breaker for Fresno as seen from the fields, but no figures are available to show to what immensity it reaches.

Eight tons to the acre annually is the production of an alfalfa field, and it is not uncommon to secure ten tons to the acre.

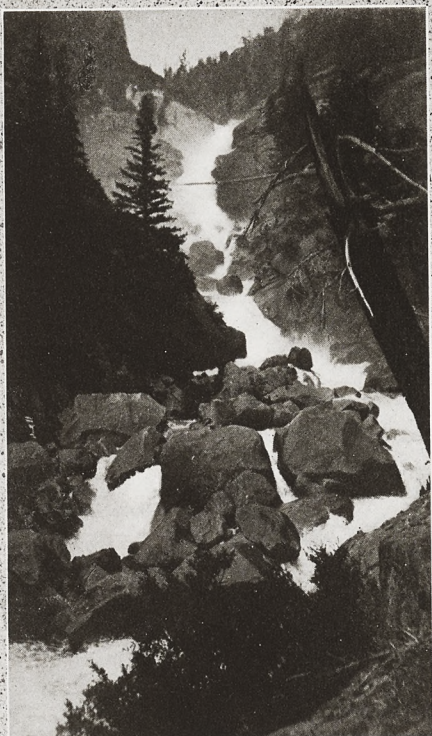
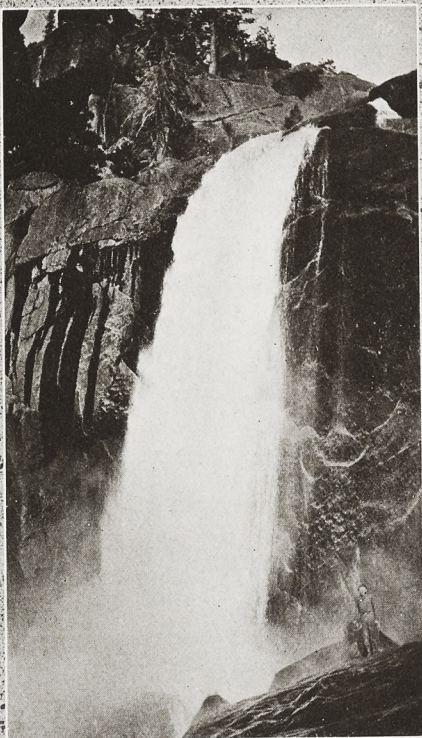
Generally throughout the county alfalfa is cut five times a year, yielding an average above one and one-half tons per acre per cutting.

The market price for alfalfa is determined by the supply, and ranges from \$6 in years of abundant supply to \$15 when the demand overtops the supply.

Alfalfa this year has set the mark to make Fresno a great dairy county. It is possible to keep two cows to the acre. Many farmers pasture it, but more frequently it is cut and fed.

Alfalfa is a great builder of the soil and this is one of the chief virtues of the crop. Speaking of this value W. J. Spillman, agrostologist of the Department of Agriculture, says:

"Alfalfa does not exhaust the soil. Nitrogen is the soil's most important element, and the one most liable to give out. Alfalfa does not ask the farmer for nitrogen at all, because it gets the nitrogen out of the atmosphere. Ordinarily plants can not make use of that nitrogen at all. The roots of alfalfa will leave in the soil eight to ten times as much nitrogen as was there before."



THE NEW SAN JOAQUIN & EASTERN RAILROAD TRAVERSES A SECTION OF THE COUNTY RICH IN BEAUTIFUL MOUNTAIN SCENERY

CEREALS

The San Joaquin Valley was at one time the richest grain field in the world, so since intensive horticulture has cut into once unending billows of grain cereals are not regarded of much importance in the county. The annual yield however sums up to more than \$1,750,000 which indicates that all the land has not been converted into orchard and vineyard.

There are about 90,000 acres of cereals, 45,000 acres of which are cut green. Barley is the chief grain crop with 32,132 acres devoted to it. Other important crops are wheat, 7,829 acres; Kaffir corn and milo maize, 1,689 acres; corn, 1,422 acres; oats, 1,554 acres; rye, 100 acres; dry peas, six acres; dry edible beans, nine acres; and miscellaneous, fifteen acres.

Among the forage crops in addition to alfalfa are timothy and clover, millet and Hungarian grass, other cultivated grasses, wild, salt and prairie grasses and a large amount of coarse forage.

Including alfalfa and the green grain, the hay and forage acreage in the county totals 143,276.

BROOM CORN

Broom corn does exceptionally well in Fresno County. It is a peculiar product and requires a knowledge of handling. Many farmers from Illinois, the country's leading broom corn state, have undertaken this crop and met with satisfactory success. The product of the county and State is far below the market demand. The latest new acreage in the county is one planted this year in an eighty-acre plot near Mendota. Broom corn produces from five-eighths to three-quarters of a ton per acre, and ranges in price according to market conditions from \$125 to \$250 per ton.

VEGETABLES

Vegetables produce abundantly in Fresno soil, but very few ranchers are willing to go to the trouble necessitated by the constant care and attention demanded by a truck garden when their ground will produce fruit crops, so the vegetable production is comparatively small. The annual crop is estimated above \$150,000 a year. Among vegetables raised are peas, tomatoes, string beans, parsnips, beets, cabbage, carrots, spinach, squash, turnips, lima beans, sweet potatoes, Irish potatoes, asparagus, celery, onions, garlic, mustard, peppers, cucumbers, artichokes, cauliflower, lettuce, and many varieties of beans.

SUGAR BEETS

Sugar beet raising in California is on a large scale, but has not been taken up extensively in Fresno County. Conditions are right for this culture. The acreage in sugar beets is 228 and the annual production 1,196 tons. These figures are only for the crop which is converted into sugar. Some is used for feed but no records are available for this amount. Five hundred acres have been planted in the Summit Lake reclaimed lands, promising twenty-five tons to the acre of eighteen per cent. sugar.

DAIRYING

Even with the wonderful strides dairying has taken in California the State markets are not supplied. Fresno County at the last census was one of the four leading counties, but with the amazing growth of the dairy industry it now probably ranks even higher. The dairy products of Fresno in 1913 were valued at \$3,353,000.



POWER HOUSE IN THE MOUNTAINS, WHERE ELECTRICAL ENERGY IS GENERATED FOR CENTRAL AND
28 SOUTHERN CALIFORNIA

Close to five million pounds of butter were produced by Fresno County in 1913, in addition to one hundred tons of cheese.

Alfalfa, because of its exceptional quality as feed for dairy cows, its rapid succession of crops and nutritive value, is what is placing Fresno County to the fore as one of the greatest dairy districts in the world. When the West Side is developed Fresno will be a dairy land of great wealth.

The reclamation work in the south-central part of the county has made Riverdale a dairy country known over the world. The Laton and Kerman districts are of equal development.

There is good money in dairying. A cow averages \$100 gross per year. Two cows can be comfortably maintained on an acre of alfalfa, but in many cases the acreage is so great that only one acre is allotted to the cow, permitting in addition a storage crop of hay. A satisfying disposal is one cow and one hog to the acre.

The health of dairy cattle is unsurpassed in the Fresno districts.

A movement is on foot in Fresno County this year to bring 90,000 head of dairy cattle into the alfalfa districts before the end of twenty-four months.

The big new development in Fresno County is dairying with, in addition, the maintaining of hogs. Fresno County hog raisers were among the first to learn that the hog is not a swill animal and will give better results when fed on clean alfalfa with corn or barley as a fattener. A big growth in hog raising will be seen in Fresno County during 1914.

POULTRY AND EGGS

Despite the rapid growth in poultry raising and egg production in California during the last decade the supply is far below the demand. The poultry industry in Fresno County is valued at \$419,265.

More than a million and a quarter eggs are sold to the markets annually in addition to the vast local consumption. The last census figures show that a quarter of a million chickens were raised annually, and although figures are not available it is known that this production has increased greatly.

Turkeys, geese and ducks are raised on a large scale in the county, it being found profitable to allow fowls to run in the orchards and alfalfa fields.

Poultry has taken a definite place in intensive diversified farming in the county.

OSTRICHES

The peculiar diversity of Fresno County is shown in successful operation of ostrich farms. Ostriches thrive and the income is large, being from \$20 to \$30 a plucking in feathers and there are usually two pluckings and sometimes three pluckings per year. This return is for raw material. For the finished product no adequate figures are available, this depending entirely upon the management and the marketing methods of the ostrich farmers.

Alfalfa fields are the most desirable for ostrich running, furnishing the proper food.

LIVE STOCK

Cattle raising is an important industry in the county. The profits of this industry for 1913 were \$3,300,000. Enormous herds are brought in every year from Arizona and taken into the mountains for grazing. In addition to the above returns beef and mutton bring Fresno County \$400,000 annually.



EVERYWHERE THROUGHOUT THE COUNTY ARE FOUND MODEST AND COMFORTABLE HOMES LIKE THESE

Wool and mohair are important products, giving an annual return of \$120,000.

The latest figures of the State Board of Agriculture are as follows:

CATTLE—	
Dairy cows.....	22,241
Other cows.....	42,001
Yearling heifers.....	13,117
Calves.....	12,682
Yearling steers and bulls.....	15,354
Other steers and bulls.....	22,230
Total.....	127,625
Value.....	\$3,258,420
HORSES—	
Mature horses.....	22,063
Yearling colts.....	1,899
Spring colts.....	1,047
Total.....	25,009
Value.....	\$2,583,216
MULES—	
Mature mules.....	3,498
Yearling colts.....	298
Spring colts.....	183
Total.....	3,979
Value.....	\$ 534,660
ASSES AND BURRO —	
Number.....	101
Value.....	\$ 34,883
SWINE—	
Mature hogs.....	20,134
Spring pigs.....	13,016
Total.....	33,150
Value.....	\$ 230,325
SHEEP—	
Rams, ewes, and wethers.....	94,757
Spring lambs.....	47,254
Total.....	142,011
Value.....	\$ 555,057
GOATS—	
Number.....	4,558
Value.....	\$ 8,485

Total value of all domestic animals.... \$7,205,046

BEES

Apiarists are making money in Fresno County. There are 34,859 colonies of bees in the county and the annual output runs high in the thousands. Fresno County honey is known throughout the country's markets as of high quality.

PETROLEUM

Petroleum is a big item in Fresno County's prolific productions. The fields, located in the southwestern portion of the county around Coalinga, produce \$10,000,000 worth of oil per year. Since 1895 the Coalinga fields have produced 138,260,520 barrels of oil. There are 1,240 producing wells, including one of the two largest in the world. The production for 1913 was 18,651,000 barrels.

Six thousand acres are now being operated on out of 26,000 acres of proven oil land in this district. Fifteen hundred men are employed in the fields, and the annual payroll is more than a quarter of a million dollars.

Oil was struck at Coalinga in 1890, but its commercial value was not realized until 1895 and the product did not assume importance until 1890. In 1900 532,000 barrels were shipped. By 1905 the 10,000,000 mark was passed and now the 18,000,000 mark is passed.

Production last year increased ten per cent. in petroleum in California and consumption increased seventeen per cent. One can readily see what this means.



HUNTINGTON LAKE A BEAUTIFUL MOUNTAIN RESORT IN THE SIERRAS NOW MADE ACCESSIBLE FOR THE FIRST TIME BY THE C

The wells produce an average of eighty-seven barrels a day, some producing 1,100. The wells are from 400 to 4,800 feet deep and cost from \$6,000 to \$300,000 each to drill. Very few are drilled for less than \$18,000. It takes from eight months to a year to drill a well. Some of the wells flow and others are pumped.

The oil is carried from the field by four pipe lines; one eight-inch line of the Standard Oil Company to Point Richmond 133 miles from the fields; an eight-inch line to Port Costa, 198 miles, owned by the Associated Oil Company which has also a six-inch line to Monterey Bay, 110 miles. The fourth line is the Producers' Transportation line to Port Hartford, an eight-inch line, 100 miles long. The capacity of these lines is 80,000 barrels of oil a day, and some of the pumping plants pump a barrel a stroke, 30,000 a day, on an eight-inch line. The Dutch Schell Company, which recently invaded the field, purchasing the California Oilfields Limited, has an eight-inch pipe line under construction to Martinez, a distance of 185 miles. This will have a capacity of 30,000 barrels a day.

There is storage capacity for 7,527,700 barrels of oil at Coalinga. Of this 4,296,500 is transportation terminal storage tanks, and the remaining 3,231,200 is "lease" and field storage tanks. There are four enormous concrete tanks, three with a capacity of 750,000 barrels and one for 500,000 barrels.

The cost of production per barrel ranges from eight to thirty-six cents and the market price is forty cents net.

The Coalinga field is divided into two sections, the East Side and the West Side. East Side, separated by a low range of hills, brings a higher gravity of oil than the West Side, ranging from twenty-three to thirty-eight, while the West Side ranges an average of sixteen.

Natural gas is produced in great quantities, but up to this year was not used commercially, being utilized only in the field. This year the Turner Oil Company has installed a \$40,000 condensing plant to convert the gas into



BY THE COMPLETION OF THE SAN JOAQUIN & EASTERN RAILROAD, WHICH TAPS A RICH PORTION OF EASTERN FRESNO COUNTY

gasoline. The capacity of the plant is 1,000,000 feet of gas per day, three and a half gallons of gasoline being taken from 1,000 feet of gas.

MINING

Petroleum is by far an overshadowing item in Fresno's mineral production, but the county is rich in resources of other minerals. Copper has been mined on the largest scale, producing as much as \$345,000 in a single year. The county has produced considerable placer gold and there are still claims in operation. Two quartz mines are working and others are being installed.

Large deposits of glass sand, valuable clays, gypsum, iron, and lime are known to exist in addition to large coal fields in the western hills which gave Coalinga, the oil city, its name.

With the recent opening of the San Joaquin & Eastern railroad into the High Sierra, the possibility of developing enormous resources of iron has been opened.

Building sand and gravel for concrete is obtainable in unlimited quantities. Granite is another important item in the mineral wealth of the county, the output being \$45,000 a year. Extensive quantities of macadam used as railroad ballast are produced.

The New Idria Quicksilver Mines, the greatest producing quicksilver mines in the world, are located in the western mountain ridge of Fresno County. These mines were worked by the Spaniards and have been in operation for more than a century.

LUMBER

High grades of sugar-pine, with white- and yellow-pine, fir, cedar and redwood forming an annual output of between 60,000,000 and 75,000,000 feet, make the lumbering industry an important one to Fresno County. Large shipments to Australia, the Philippines, South America, Africa and throughout the



FRESNO, THE COUNTY-SEAT, IS A MODERN, RAPIDLY GROWING CITY OF 30,000. SPLENDID NEW BUSINESS BLOCKS ARE RAPIDLY DISPLACING THE OLDER BUILDINGS

East are sent from Fresno. More than twenty carloads of special straight-grain sugar-pine are sent annually for the manufacture of piano keys.

Fresno County has more than 1,600,000,000 feet of standing timber and upwards of 800,000,000 feet has already been cut.

The Fresno Flume & Lumber Company has 800,000,000 feet of lumber in the northern half of the Sierras in Fresno County, in the vicinity of Shaver Lake. A forty-three mile flume conveys the lumber to Clovis. This company has taken out \$7,500,000 worth of lumber from the county.

The Hume Lumber Company operates claims in the southern half of the Sierras within the county and ships 35,000,000 feet of lumber per year from Reedley. A flume fifty-six miles long conveys the lumber from the mountains to Reedley where the finishing mill is located.

In addition there are several small mills in the mountains.

BIG CREEK POWER DEVELOPMENT

Tapping Nature's resources of an energy equal to that of 560,000 men, a \$15,000,000 plant at Big Creek in the High Sierra is the latest word in hydro-electric power development. The Pacific Light & Power Company completed this plant a year ago, and it represents only one-fourth of the projected development which will entail an expenditure of \$78,000,000.

An artificial lake seven miles long—Lake Huntington—created in the Big Basin of Big Creek, at an altitude of 7,000 feet, is the reservoir of supply. It furnishes the highest water pressure developed in the world to two power houses which develop 80,000 horsepower and send 70,000 kilowatts per hour over the highest tension transmission lines in the world, working at the highest voltage, to Los Angeles, 241 miles distant.

The measure of this development is amazing. The water pressure, 900 pounds to the square inch, is equal to the force of exploding dynamite and enters the water wheels of the generators at a speed of five miles per minute. The power developed is capable of lighting 1,400,000 sixteen-candle-power globes.

Each power house has two generators of 17,500 kilowatts per hour. Six transformers raise the voltage 6,600 to 150,000. The fall of water is 2,102 feet.

To build these plants it was first necessary to construct a \$1,500,000 railroad fifty-six miles through the heart of the High Sierra. This was built in record time, January to July, 1912. Twenty-five hundred men were employed from July, 1912, to December, 1913, to construct the power plants. By building three huge dams Huntington Lake was created, containing 6,690,000,000 gallons of water.

A tunnel through solid granite 6,600 feet long conveys the water of the lake to the crest of a precipice 2,102 feet above the Power House No. 1. Steel pipe manufactured in Germany was laid down the precipice to convey the water under the enormous pressure to the power house.

A second tunnel, five miles long through solid granite, was constructed to carry the water to Power House No. 2.

Materials were assembled from all parts of the United States and Germany for the gigantic work.

Fourteen hundred and forty-six miles of aluminum cables were used in the transmission lines. This represents the entire output of aluminum cable in the United States for a year.

The achievement is one to which the eyes of the scientific world have been attracted, and which presented greater difficulties than the construction of the Panama Canal.



FRESNO'S HIGH SCHOOL, ONE OF THE BEST IN THE STATE BELOW IS THE FRESNO POST-OFFICE

SCENIC RESOURCES

Penetrating the heart of the Sierras, Fresno County has one of the most remarkable scenic railroads in the world. From El Prado, eighteen miles north of Fresno in the foothills, the San Joaquin & Eastern railroad runs fifty-six miles into the Sierras to Cascade, in Big Basin country where the Big Creek power house is located.

Traversing the northern shoulder of a lateral ridge from the summit of the Sierras to the Fresno foothills on the southern side of the San Joaquin Canyon, the line opens upon broad vistas of the Sierras of awe-inspiring wonder.

A sweep of the Sierras, 235 miles of the horizon is visible at White Pine. From this point the range of vision to the southwest extends over seven ridges of the Sierras, and Fresno plains to the Coast Range Mountains 100 miles away. To the north the peaks surrounding Yosemite Valley, more than forty miles distant, are visible. To the northeast the snowclad peaks of the Summit, fifty miles distant, are in view through the San Joaquin Canyon. To the southeast the Big Creek Canyon and Big Basin peaks, nine miles distant, make the horizon. In one grand sweep this is the most impressive panorama of mountain scenery to be seen from any railroad in the country.

Starting from El Prado the road traverses the foothills, reaching the peculiar tablelands, mountains with the upper half sliced off by Nature and left as flat as a table. This continues eleven miles when Auberry Valley is reached. At Auberry, twenty-six miles from El Prado, a mountain climbing engine is attached, and the climb to the 5,000 altitude over a five per cent. grade commences. For thirty miles the road ascends over Sierra grandeur on the heights of the San Joaquin and Big Creek canyons.

It is the crookedest railroad in the world, there being 1,062 curves, which equal 120 complete circles.

Built for the construction of the Big Creek power plant, the road was not open to the public until this year.

It makes the Sierras accessible and within reach of the person of average means for a vacation. Huntington Lake, at the end of the line is well stocked with trout. Salmon spearing and hunting, sports in this part of the Sierras which were wholly the Indians, are now open to the tourist.

THE KINGS RIVER CANYON

Compared with the Yosemite for scenic grandeur, the world famous Kings River Canyon, the great gorge of the South Fork of the Kings, is another Sierra attraction of Fresno County. Vaster than the Yosemite and seen in practically a straight and unobstructed sweep, this scenic wonder has won the admiration of mountain tourists the world over.

Precipices of granite rise sheer from the river.

"It strongly resembles the Yosemite in some of its grandest features," said Professor J. D. Whitney of this canyon.

Declaring that even in the Alps he has never seen a more magnificent mountain panorama, Dr. David Starr Jordan of Leland Stanford University compares the canyon to the Yosemite by saying it is "bigger, wider, with higher walls which slope out of sight, and the mountains into which it rises are far wilder and more stupendous."

The highest mountain peak in America, Mount Whitney, rises in back of this canyon.

Fresno County also has some of the Sequoia redwood giants. Half of the famous General Grant National Park, in which is located "General Grant," the largest tree in the world, is located in the county.



THIS MAGNIFICENT AUDITORIUM COMPLETES FRESNO'S EQUIPMENT AS A CONVENTION CENTER

EDUCATIONAL FACILITIES

The educational system of Fresno County is typical of the latest development in school facilities in the country. Rapid strides have been taken in the expansion of the school system and several new schools are under construction.

There are 137 grade schools in the county system, in addition to twelve high schools and a union high school serving the northwestern portion of the county jointly with a district in Madera. More than 600 teachers are employed and the total enrollment in grade schools is in excess of 18,000, while the high school enrollment has passed the 2,000 mark.

High schools are located at Fresno, Clovis, Reedley, Kingsburg, Sanger, Selma, Fowler, Laton, Riverdale, Coalinga, Easton and Kerman. The thirteenth school is located on the Madera County border.

The city of Fresno has a metropolitan standard and its system is rated with a high degree of efficiency. There is a parental school and kindergarten in addition to the eleven grammar schools with an enrollment of more than 5,000 and a high school with about 800 pupils.

A feature of the school curriculum is agriculture. Plots are provided for the children and prizes awarded for the most intensive garden work. Fresno's high school has a dairy department in which modern methods are taught. Domestic science, handcraft work, mechanics, manual training and similar courses are provided.

The Junior College of the high school is an important feature of the system. Courses given in this college are credited as the first two years of university work by the two universities of the State.

There are several open-air schools in the county and these are quite popular and meet with much success in practical work.



THE SPLENDID NEW HOME OF THE FRESNO COMMERCIAL CLUB, AN ENERGETIC CIVIC ORGANIZATION

A State Normal school is located in the county a short distance outside the city limits of Fresno. Temporary structures have been erected on the fifteen-acre site and work will commence this year on buildings to cost \$375,000.

The county library facilities are extensive, there being 103,328 volumes. There are twenty districts each with a station, some of the stations being in towns, others in ranch houses or at crossroads stores. Some of the towns have libraries of their own, whose work is supplemented by the county system.

RECREATION FACILITIES

Fresno has summer resorts, trout fishing, salmon spearing, hunting, mountain climbing, medicinal and hot springs, and great scenic resources, but in addition to this the county ranks high in recreation facilities within the daily reach of its residents.

As an amusement park, Zapp's Park, located within the city of Fresno, is far superior to the amusement grounds in any city the size of Fresno. In the zoological gardens there is a remarkable collection of wild animals and birds.

Through the grounds flows a deep canal which furnishes boating facilities and water for a large concrete swimming tank. All the recreational equipment of a modern amusement park is found, including the scenic railway, dancing pavilion, merry-go-round, miniature trains and the many other pleasure devices.

The grounds extend over twenty acres, and with the canals it is a beautiful garden of contentment.

Kearney Park, bequeathed to the University of California by its founder, M. Theo. Kearney, as an irrigated experimental farm, is located a few miles



THE "FRESNO," A MODERN, MODEL HOTEL WORTHY A CITY SEVERAL TIMES LARGER THAN FRESNO

from the city. It is a beautiful estate consisting of 5,182 acres. It is approached by a palm-lined drive eleven miles in length. Before the death of its donor in 1906 it was operated as a ranch. A beautiful park of 240 acres in the center of the estate was reserved and laid out for the grounds of the house.

There are fifty acres of oranges, twenty-five of olives, a dairy farm with 4,000 acres of alfalfa and grain, and 850 acres of Muscat grapes. The ranch has yielded an annual profit of \$50,000, the result of thirty years' work.

The city of Fresno has a modern playground system of four fully equipped parks in operation and two sites laid out for additional grounds. Roeding Park, a park of 121 acres bequeathed to the city by Frederick Roeding, is the principal park. There are many small district parks in the city in addition to the Recreation Park, County Fair grounds, with motorcycle track and many improvements, and Fresno beach, outside of the city limits on a San Joaquin River island.



THE MCKENZIE GRIFFITHS BUILDING



THE ROWELL-CHANDLER BUILDING, A TYPE OF THE MODERN STRUCTURES NOW BUILDING

MORAL INFLUENCES

With a high standard of churches and moral influences, Fresno County compares favorably with any other section of the country in this regard.

The twenty-two leading denominations are represented by 112 regularly organized congregations which are ministered by 123 clergymen whose entire time is taken up with religious work. The church population of the county is 26,662, and church property is valued at \$1,129,000.

The Young Men's Christian Association has branches in each town of the county, in addition to an active county organization. The city institution has a membership of 861 and is well equipped and ably handled financially and also owns its own building.

The Young Women's Christian Association has, numerically, a stronger organization in the city of Fresno than the men's association, and is located in a finely equipped building.

WEALTH

Figures tell strange tales in statistical compilations to show the wealth of the people, but from all angles statistics compiled in Fresno County aim to a central point indicating individual wealth. Bank figures indicate that there is a bank account for every third family.

The assessed valuation of Fresno County, exclusive of government, state, county and city and church property, is \$92,263,871. Property within corporate city limits is assessed at \$24,107,085, and the property outside of cities at \$56,784,913. Real estate assessed values are \$12,956,895 within corporate cities, and \$39,497,810 outside.



BEAUTIFUL HOMES, VELVETY LAWNS AND SHADED STREETS ARE RESPONSIBLE FOR FRESNO'S REPUTATION AS A HOME CITY

This assessment is made under the law requiring an assessed value of sixty per cent. of the property, but the actual assessments according to the office of the county assessor are really about forty per cent. of the actual value.

There are twenty-eight banks in the county, eighteen of which are national and ten of which are state banks.

Resources of these banks are in excess of \$20,000,000. Bank clearings monthly average \$5,500,000.

Fresno County has no funded or floating debt. The state and county tax rate for 1913 was \$1.54, showing a gradual decrease each year.

Commercially and industrially Fresno shows an increase and expansion equal to its agricultural and horticultural development.

RECLAMATION

Big things have been accomplished in the way of reclamation in Fresno County by individual and corporate interests. In the south-central river bottoms there were 200,000 acres of swamp and overflow land without drainage which during some years was under water for the entire year, and each year in danger of flood. This land is along Kings River and Fresno Slough.

The first work undertaken was the Laguna de Tache tract of 66,000 acres. In 1900 reclamation work was started with the building of a drainage canal and levees. Between \$280,000 and \$300,000 was expended, and now there are 9,000 prosperous ranchers and dairymen, and one of the most noted dairy districts of the West—the Laton and Riverdale—where fourteen years ago only tule thrived.

The Summit Lake tract of 12,000 acres was next reclaimed and developed at a cost of \$40,000.



ROW AFTER ROW OF TASTEFUL, COMFORTABLE BUNGALOW HOMES HAVE BEEN BUILT WITHIN THE PAST FEW YEARS

Adjoining these lands there are two great reclamation projects now under development. The Stinson-Burrell reclamation district embraces 20,000 acres and more than \$250,000 is being expended here.

To the north of this project on the Fresno Slough there is another district embracing 18,000 acres which will cost \$400,000 to place in preparation for cultivation.

In this reclamation work twenty-two miles of navigable canal have been dug and seventeen miles additional are under construction. This canal, the main irrigation and drainage canal, is seventy feet wide and eight feet deep. The work commenced at Laton in the south-central part of the county near the Kings River and will ultimately reach Mendota in the north-central portion of the county and on the San Joaquin River.

When the canal is completed to Mendota it will establish a water transportation route to this section of the valley.

This reclamation work has resulted in the building of two railroads to meet the demand for transportation for products of the land opened for cultivation. The Hanford & Summit Lake line, a feeder of the Southern Pacific, is forty miles in length. The Laton & Western railroad, a feeder of the Santa Fe, is seventeen miles in length.

One of the big discoveries in connection with this reclamation work is that of a strata of artesian water in the Fresno Slough country. Eight artesian wells have been drilled 1,000 feet deep which give a flow of water four and five inches over the casing of 600 gallons a minute.

Along the main drainage canal will be one of Fresno's greatest highways. The levees have been so constructed as to allow for a broad boulevard down the entire length and this, when the levees are completed, will be forty-four miles in length and traverse the north and south center line of the county.



ROSE-EMBOWERED PERGOLA IN THE YARD OF A FRESNO CITIZEN'S HOME

This big area is the overflow land of the Kings River and is commonly known as the "Kingdom of the Kings River." It is planned to name the highway "The Kings' Highway."

The most interesting experimental farm in the State is located in the heart of the Summit Lake reclamation area, center of 200,000 acres which during the past fourteen years, at the cost of millions, has been converted from swamp and overflow lands to what promises to rank among the most productive territory of California.

Experimental operations are conducted by expert gardeners under the direction of the owners, who control some 70,000 acres here.

This farm is doing more for Fresno County to show what the land is capable of than any other work ever undertaken.

Every conceivable product is being experimented with here under a variety of conditions. More than fifty varieties of vegetables and grains alone have been grown, and at the conclusion of this season an interesting report will be made showing the productivity of the land.

COLONIZATION

In addition to these big reclamation projects, several other colonization schemes have been worked out, the largest of which was the James ranch. This enormous grant embraces 72,000 acres, lying west of Fresno along the Fresno Slough country. A \$3,000,000 firm worked on the development of this 113 square miles, and irrigation ditches tapping the San Joaquin and Kings rivers were built.

Another large colonization project, placed on the market two years ago, was the Bullard ranch, the last of the great wheat ranches to be subdivided. This is located four miles from the courthouse of Fresno, and has an electric line from the city. Two thousand acres have been sold, principally in ten-acre plots. The land has been subdivided in two-and-a-half, five- and ten-acre holdings and the results which have been obtained from some of the small holdings are astonishing. The ranch extends along the San Joaquin, and the water strata is sixty to eighty-seven feet. The company furnishes water, delivered to the land at \$1 per acre per year. The two thousand acres sold is divided between 175 buyers, and twenty per cent. of it is under cultivation. The prices range from \$175 to \$350 for unimproved land.

Remarkable small acreage development has been achieved in the vicinity of Fresno city, the expansion of which is going on rapidly, being developed through the cutting up of suburban districts into small home tracts and residence lots, notably the Hazelwood and Kenmore Tracts in the southern part of the city, and an innumerable aggregation of beautifully situated tracts near the new Normal School in the northern district.

THE WEST SIDE

The West Side is a vast empire of land undeveloped through lack of surface water, but which will some day rank among the most valuable and productive in the State. This area stretches from the westerly limits of Fresno Slough and the San Joaquin irrigation districts in the center of the county to the Coast Range ridge, the western boundary line of Fresno.

It comprises 1,872 square miles, or 1,198,080 acres. Of this 483,840 acres is mountain land containing valuable mineral deposits of asbestos, gypsum, copper, quicksilver and fifty square miles of proven coal land. The foothill region, grazing land, comprises 23,040 acres. The plains extend over 691,200 acres, 26,000 of which is proven oil land, and 25,000 cultivated by surface and underground water. The remaining 641,200 acres is without developed water.



TROPICAL FOLIAGE AND BEAUTIFUL GROUNDS LEND ATTRACTIVENESS TO SPLENDID RESIDENCES

The soil of these 641,200 acres, 150 to 250 feet to basic hardpan, is a mellow, loamy soil with fragments of silicious shale, which both State and federal soil experts have pronounced will be the most productive soil in the State when water can be applied to it. This is the largest agricultural plain in the United States, now without irrigation, when the remainder of the plain in Madera and Kings counties is included.

Remarkable success has been attained with all deciduous fruits, citrus fruits, grains, cereals and cotton in experimental patches where water has been developed. Near Coalinga, typical of the plain region, lemons, olives, peaches, apricots, figs, grapes, cotton, spineless cactus, barley, Egyptian corn, alfalfa and wheat have been raised. With the exception of the grains and olives, these products have not been experimented with commercially, but have been raised in homes near Coalinga. In all cases the fruits have been watered with the hard underground waters, and the grains principally with surface water.

Climatological conditions are as favorable for fruits on the West Side as in the famous orchards of the East Side. Irrigated corn gives two crops a year and Thompson's Seedless grapes ripen in July.

Development

These lands are not for the poor farmer. A man with less than \$5,000 cannot begin to make an impression in development in the West Side. It costs between \$2,000 and \$3,000 to develop enough water for 160 acres.

It has been proven that even this expensive water can be developed for grains and alfalfa. The future of these lands is for the big grain farmer, the man who can handle 160 to 640 acres, diversified. It gives great promise as a hog raising country. Alfalfa has been rated by experts as the best feed for hogs when corn is added as a finishing ration.

Typical of what can be done in the way of development is the Haber-Barkeley ranch, west of Mendota, in the northerly end of the arid West Side. The holding is four sections, of which 1,000 acres have been cultivated with one well. This is a 595-foot well with a sixty-foot lift and ten-inch pipe, developing 1,500 gallons of water per minute. This irrigates 1,000 acres which is planted in wheat, barley, alfalfa, corn and spineless cactus. The well is operated by electricity and the pump runs every day in the year, twenty-four hours per day, costing \$2,200 to \$2,500 a year. The initial cost of the well was \$2,000. The ranch has a large reservoir.

The ranch has its first crop this year, and the production is estimated in wheat at twenty-five sacks to the acre; corn, \$50 to the acre; and alfalfa, eight tons to the acre.

The remaining 24,000 acres of West Side land cultivated is principally in the sinks, where the small Coast Range streams overflow in winter and lose themselves in March and April. The soil holds the water sufficiently after a seasonal rainfall of nine inches to bring up a grain crop of thirty-five sacks to the acre with no further irrigation.

The underground water strata on the plains runs from eighty-five to 1,000 feet third strata, averaging 500 feet to a good supply. For fruit a 500-foot well, with a lift of 100 feet, which may conservatively be taken as an average condition, will irrigate 160 acres of fruit trees. It costs about \$3,000 to dig the well and install the gas engine. Eighteen days irrigation at fifty cents per day, four times each year, brings the best results as indicated by a hundred-acre olive grove eighteen miles southeast of Coalinga. This is the property of the Gifford Ascolano Olive Company. It was set out two years ago and weathered the first danger period in olive trees with ninety-five per cent. uninjured trees, a high record for California olives. C. M. Gifford,



EVERYWHERE ARE GRACEFUL PALMS, WILLOWY PEPPER TREES, GREEN LAWNS AND FLOWERS

whose company has acreage in the best developed olive lands in the State, is confident that the West Side groves will improve olive conditions greatly. He is making arrangements for the planting of 100 additional acres this year.

No more land is available for homesteading, but relinquishments may be purchased at from \$2.50 to \$7.50 per acre, which means that the purchaser must carry out the homesteading. Titles may be bought at from \$10 to \$50 per acre. In the northern end of the plains near the Haber-Barkelew ranch, land is valued at \$50 per acre. Much land can be bought at \$25 per acre farther away from transportation.

Irrigation projects figured on by engineers to bring surface water from the Sierras would cost about \$25 to \$38 an acre. This same figure may be taken also as the cost of developing the underground surface supply. Water on these plains, without doubt, would bring the land to a conservative value of \$150 per acre.

Coalinga enthusiasts are now working on a co-operative plan to develop the plains by a test well in every other section.

The Reclamation Service has had experts on the field and plans have been mapped out for bringing water from distance surface supply, but the government will not take action in furnishing irrigation because reports indicate underground waters are available. If tests should later prove that underground waters are too expensive for the development of the land for agriculture, the Reclamation Service will institute irrigation operations.

Another private enterprise has under consideration a plan for the reclamation of this land by irrigation from Summit Lake, a short distance southeast, near the headwaters of the Fresno Slough, north of Tulare Lake. This project would cost \$38 per acre.

FRESNO

Expanding steadily in a process of evolution, the city of Fresno has trebled its population in the last decade during which no period can be picked out as a "boom" period. Fresno is the county-seat. It is the exact geographical center of the State of California, and the exact geographical center of the great San Joaquin Valley. To be the geographical center of the State is of sentimental value; but as geographical, transportation, financial and business center of the great San Joaquin Valley, Fresno's location is a business point which talks for itself in progress.

As a base of distribution and the clearing house of the valley, Fresno's growth is in the stride of the valley's development.

The population is estimated from various guides between 40,000 and 45,000. In 1900 the population was 12,470.

Naturally with this growth as a progressive city Fresno offers peculiar advantages to the city dweller, in profession, trades and labor.

One of the stable indications of a city's growth is building permits. During 1913 permits for buildings to a valuation of \$1,776,666 were issued, compared with \$1,697,294 the previous year and \$900,040 in 1910.

The area of the corporate limits is 3,184 acres, of which 250 acres is within a restricted fire limits. Homes cover an area of more than a thousand acres outside of the city limits, and at the fall election the matter of extending the city limits will be taken up.

In 1900 postal receipts were \$32,455. In 1913 the figure was \$158,649.49. Money orders issued through the post-office in 1913 totaled 109,936, valued at \$1,225,105.02.

The assessed valuation in 1911 was \$12,356,390 and in 1913 \$19,525,620.

Fresno has a skyline which ranks it as a city. Among the attractive public buildings is a federal building, erected five years ago at a cost of \$250,000, which has already been outgrown. The \$30,000 Carnegie Library and a



HERE IS MADE THE BULK OF THE SAN JOAQUIN VALLEY ICE SUPPLY. THIS PLANT HAS A CAPACITY OF 15,000 TONS OF ICE AND HAS 150,000 CUBIC FEET OF STORAGE SPACE

\$75,000 City Hall are impressive structures. One of the best auditoriums on the coast is located here, in the Fresno Convention Hall, with a seating capacity of 3,000, which was recently completed at a cost of \$40,000.

Business buildings have a prominent place in Fresno. The steel frame is in evidence and permanency. One of the latest buildings is a ten-story "Class A" structure, the McKenzie-Griffith building, recently completed at a cost of \$300,000. Office facilities are as adequate as in any city in the world, and the rents are in keeping.

In residential districts Fresno can show up with any city. For many years Fresno has been known as the "Home City," and improvements since this appellation was awarded have not disabused it.

The bungalow type prevails in modern homes, and the finest features of the residential districts are the beautiful lawns and parked sidewalks, kept in such condition that it is really more like traveling through a public park than a city boulevard.

The city is fast growing into the ranches, and it is really hardly possible to tell where the city ends and the country begins.

Fresno has six commercial banks, two savings banks and a building and loan association. Their resources are in excess of \$13,000,000, according to the statement of March, 1914, to the State Banking Commissioner.

A clearing-house was established in April, 1908. For the nine months of this year the clearings totaled \$20,327,713.80. In the succeeding years they grew as follows:

1909.....	\$29,324,258.30
1910.....	38,275,344.29
1911.....	39,782,776.09
1912.....	51,400,594.73
1913.....	57,384,801.00



ZAPPS PARK, A PLAYGROUND IN THE CITY OF FRESNO, WHERE BOATING IS ONE OF THE DELIGHTS OFFERED THE RECREATIONIST

The city has 133 miles of streets, seventeen miles of which are paved. There are sixty-five miles of sidewalks.

The sewerage system extends seventy-seven miles and is a septic tank system. In connection a sewage farm of 812 acres is operated which raises feed which is sold to the fire department.

The fire system is equipped with modern apparatus and is ranked as one of the efficient metropolitan fire departments of the State. The police department is rated with a high grade of efficiency, and its traffic squad is a noteworthy body.

Adequate street-car service is furnished by the Fresno Traction Company which operates miles of city and suburban electric railroads. In addition to this there is an extensive boulevard system interlocking the central towns of Fresno County. Fresno County is a great automobile country, having the largest number of automobiles per capita in the State.

Among the many progressive movements in the city of Fresno is a free market for farmers. Three days a week use of a portion of the courthouse square is given up to the farmers of the surrounding country to dispose of their products.

Fresno city has forty-four churches, sixty fraternal organizations and several clubs. There are two daily newspapers and two weeklies. A real estate exchange is an important organization in the city's development.

Cheap fuel and the proximity of raw material, together with its location as a valley distributing point, have made Fresno an important manufacturing city.

The manufacturing output exceeds \$12,500,000 a year, but a large proportion of this is counted in with agricultural products, there being an important olive oil plant; a raisin-grape by-product plant; fourteen fruit-packing plants and others connected with the handling of crops.



THIS PICTURESQUE PARK HAS EVERY CONVENIENCE FOR THE PLEASURE SEEKER. ITS NATURAL BEAUTY IS 1

A machine cooperage shop, the only one between Los Angeles and San Francisco, sends out 400 carloads of barrels a year to the county wineries. There are four planing mills, an oil refinery, a flour mill, two macaroni factories, a brewery, several agricultural and machine works, two wholesale ice cream plants, two ice plants, several cigar factories, iron foundries, boiler works, three creameries, three soda water works, a soap factory, brick and tile works and others.

An idea of the development of the county as a supply center may be gained from the opening a year ago of the San Joaquin Grocery Company, a \$250,000 wholesale grocery concern which is operating with a house of 50,000 square feet floor space and spur track facilities, and supplies thousands of retailers throughout the valley.

Terminal freight rates have opened room for many large industrial supply houses in Fresno, and there is room for many more industries.

COALINGA

Coalinga, the \$10,000,000 a year oil city, is second of importance in the county. Fifty-three miles southwest of Fresno, Coalinga occupies the southwest corner of the county surrounded by oil wells. It is on a Southern Pacific branch line from Goshen Junction.

Its growth has been fast and substantial, from a population of 300 in 1900 to a permanent city population of 3,000 at present with a contributory population of 5,000 in the oil fields immediately adjoining.

Two banks, with more than 4,000 depositors, show how healthy Coalinga is financially. Commercial deposits in March, 1914, were \$573,893, and savings deposits \$299,313.

Coalinga has a \$35,000 high school, two grammar schools costing \$80,000, a \$40,000 sewer system, \$65,000 telephone system, 1,140 buildings, including a \$38,000 steel structure and a modern fire department with telegraph alarm system.



UTY IS ENHANCED BY THE ADDITION OF SPECIMENS OF WILD LIFE. IT IS A FAVORITE PLAYGROUND

Coalinga is the only city in the world which has the luxury of distilled water piped into the homes. The water system cost \$150,000 and has a capacity of 1,000,000 gallons per day. The supply is from six wells thirty miles from town and Coalingans pay one-third of a cent for a gallon of distilled water while San Franciscans pay eight cents and in New York it costs twelve cents.

The industrial position of Coalinga is worthy of note, there being five iron works, in addition to four in the oil fields; two lumber yards, with \$40,000 stock; nine supply houses with \$257,000 stock; two ice plants, a planing mill and numerous hay and grain houses in addition to an unusual number of automobile repair shops and the other business houses necessary to a small city. There is a \$47,000 gas plant, and an electric light and power system costing \$140,000.

Property values are not low in Coalinga, business property being as high as \$200 a front foot and residence lots from \$250 to \$750, 25x150. The assessed city valuation is \$1,373,750.

Coalinga is now fighting for a branch of the State Highways from the valley to the coast, Fresno to Kings City, San Miguel or Paso Robles.

SELMA

Two and three-quarter million dollars' worth of peaches a year, produced in 1911, gave the city of Selma the name of the "Home of the Peach." This richest peach belt in the world is located fifteen miles from the county-seat and on the main line of the Southern Pacific, midway between San Francisco and Los Angeles. In one township of the Selma district 5,910 acres raised and sold \$886,500 worth of peaches.

Raisins, wine and table grapes, apricots and prunes, as well as alfalfa, are also grown in the Selma district.

Selma has a population close to 3,000, with fourteen churches, a high school and two grammar schools; six packing houses, four banks, an opera house, thirty-five mercantile establishments, twenty-five additional small industrial plants, and a wealth of happy residents.

The district comprises four townships, or 92,160 acres of arable land. There are 18,588 acres of orchard and 33,481 acres of vineyard. Some of the best developed orchards and vineyards in the State may be seen here. Figures that talk are these: C. H. Schmidt from ten acres of six-year-old Phillips and Tuscan clings sold seventy-five tons of peaches, realizing \$2,870 in one season; one tree, four years old, produced 800 pounds of fruit. This is typical of Selma's peaches. Twenty acres in peaches and vineyard recently sold for \$8,800 cash.

Selma also boasts of a beautiful town park, located in the center of the corporate limits.

Ten years ago near Selma land was selling from \$10 to \$25 an acre, which is now planted with vineyards and orchards and could not be touched at less than \$400 an acre.

Selma's progress is noted in the reclamation of several thousand acres by a drainage ditch costing \$30,000.

Water is plentiful, soil is rich with some of the prettiest level stretches in the country, climate and transportation are just right, giving Selma a combination hard to beat.

Selma's assessment roll is \$958,690.

REEDLEY

On the banks of the picturesque Kings River, Reedley, twenty-three miles southeast of Fresno, enjoys the luxury of boating, fishing and bathing; advantages not often found in valley towns. Ten per cent. of Fresno's raisin crop is handled in Reedley, where there is located the world's largest raisin warehouse. Both Southern Pacific and Santa Fe pass through Reedley.

Green fruit shipments annually reach 1500 tons, while raisin receipts are 14,520,000 pounds and shipments 8,465,000 as shown by last year's figures.

Reedley's population is 2,500, with two banks, two grammar schools and a high school valued at \$100,000, twelve churches, several blocks of substantial business buildings, and sewer system costing \$45,000, with a water system costing \$35,000 under construction.

Intensive agricultural development is shown in Reedley's contiguous territory. The city is surrounded by a belt of ten-acre farms, a second belt of twenty-acre farms, and succeeding belts divided into thirty and forty acres. Several plots have been cut in smaller farms, ranging from two and a half acres to nine acres.

Thompson's Seedless and other raisin grapes are the first product of the Reedley district, other leading products being peaches, citrus and other deciduous fruits, olives, alfalfa and the general diversity of small fruits and nuts peculiar to the county.

Dairying is taking rapid strides in this district, one creamery producing 1,200 pounds of butter per day.

Water is furnished from the Alta irrigation district and the Kings River, the average cost being less than \$1 per acre.

Three large packing houses, a cannery and the ice plant shape Reedley's industrial position.

Reedley is well located for diversified farming, with excellent soil and plenty of water for irrigation. The lands adjoining Reedley on the south,

west and southwest along the river are all highly improved; east and northeast of Reedley there is still plenty of raw land adapted to raising all fruits grown in the San Joaquin Valley.

Reedley's assessment roll is \$678,077.

SANGER

Heart of the nursery district, contiguous to Fresno County's frostless belt, Sanger, 2,500 population, lies fourteen miles east of Fresno on the edge of the Sierra foothill country. Sanger ships \$1,200,000 of fruit a year, and is the only city which sends out green fruit shipments every month in the year.

Two banks, nine churches, two motion picture shows, Y. M. C. A. building, W. C. T. U. auditorium, baseball park, 500 dwellings, 180 blocks paved sidewalks, four grammar schools and a high school, and a \$62,500 underground water supply and sewer system under construction, give an idea of Sanger's growth. The tax rate is lowest in the county, being \$2.82.

Sanger's shipments annually amount to 450 to 500 carloads of table grapes, 275 to 300 carloads of canning peaches, 150 to 175 carloads of dried fruits, 150 carloads nursery stock, 250 to 275 carloads oranges and lemons, 3,500 tons raisins, 100,000 gallons of brandy and 400,000 to 500,000 gallons wine and 30,000,000 to 35,000,000 feet pine and redwood timber.

Sanger is an agricultural, not a lumbering town. It is on the valley plain, 371 elevation. A lumber flume, fifty-six miles long, from Hume in the timber belt, conveys rough cut lumber to Sanger, where an enormous planing and finishing mill is located.

Grapes to all parts of the Western Hemisphere are shipped out of Sanger in the newly discovered method of packing the green product in redwood sawdust, in which the Emperor grapes may be stored six months. Sanger viticulturalists leave some Emperor grapes on the vines until December 11, when they are picked and sent to the Eastern holiday market.

Nurseries furnish the entire State with orange and lemon trees from Sanger. The annual shipment is between 50,000 and 60,000 trees. Last year when the big freeze in the State killed the nurseries' plants in the south, Sanger shipped 600,000 seed-bed orange plants to replenish San Diego and other southern nurseries.

There are 300,000 two-year Mission and Manzanillo olive trees in Sanger's nurseries.

Water is bountiful near Sanger, it being the headwaters of the main irrigation ditches of the county and having as well an abundant underground and surface supply.

Sanger's assessment roll is \$416,885.

FOWLER

Shipping point for a trading radius of over 10,000 acres, Fowler, a town of 1,200 population, located on the Southern Pacific main line, ten miles south of the county-seat, is one of the county's important centers. This is one of the county's principal shipping points for dried fruit. More than \$600,000 worth of dried peaches are annually sent out. A crop of 7,500 tons of raisins is placed on the trains here, yielding a return of more than \$450,000. In addition to this a large acreage of wine grapes is contiguous to Fowler, also there is a large output of alfalfa.

The largest raisin seeding plants on the Coast are operated here, together with five big packing houses. During the fruit season Fowler is one of the busiest points on the railroad map, while fifteen years ago it was but a railroad switch.

An enormous amount of business, for a city of this size, is carried on in Fowler.

Carrying a general stock worth \$125,000 four of the general stores of the town do an annual business of \$350,000. The total commercial records for the year exceed a million dollars. There are two banks.

Fowler is progressive and has a civic spirit. Work is being done on a \$45,000 sewer and high pressure water system, \$30,000 has recently been spent for street improvements and \$20,000 for sidewalks.

A high school and grammar school, each with full attendance, sum up the educational facilities.

Fowler has an active Business Men's and Improvement Club.

LATON

Growing up with the increasing movement of dairying, Laton, as center of the county's greatest dairying section, is an important shipping point. It is located on the Santa Fe line, twenty-two miles south of the county-seat and close to the Kings River.

Seven large creameries operate within the district contributory to Laton. The most important is the Laton Co-operative Creamery, which produces an average of one ton of butter per day, and during the last three years turned out 3,018,825 pounds of butter, bringing the Laton farmers \$730,628.14.

Laton is the center of the great alfalfa raising district of the county. The city population is 300 and there is a large contributory population in the adjacent farms which range from two and a half acres to forty.

Hog raising is the second most important item in the Laton district industries. One firm of buyers of Laton during the past two years has purchased from Laton farmers 9,700 hogs, weighing 1,660,000 pounds, and the purchase price was \$110,000. Many other buyers are operating and this represents a small percentage of the industry.

Vegetables, grapes, and deciduous fruits form big items in the Laton district products, while in the Kings River thermal belt oranges, figs and apples grow side by side. Walnuts are also grown.

From Laton there is a branch Santa Fe line, the Laton & Western, running to Lanare and the famous Riverdale dairy district.

Laton has taken rapid strides in the past few years with the development of two vast tracts in the district, the Laguna de Tache and the Summit Lake lands.

KERMAN

Surrounded by 18,000 acres under intensive cultivation where, eight years ago, the land was regarded as of little value, Kerman, sixteen miles west of Fresno, is an important center and flourishing town. Like other Fresno County towns whose development has been recent, Kerman is striking as a modern town, with attractive bungalows, shaded sidewalks and pretty lawns.

The Kerman district is an important dairying district, and also a fruit district supporting several packing houses.

Business is transacted through a bank, two large general supply stores and many general merchants. The business district has established fire lines, permitting within only fireproof construction.

The streets are graded and well maintained, and the water and sewerage system, recently completed, is adequate for the town's expansion.

Kerman is noted as being the district in which the first country club was organized in the United States, with members exclusively of farmers. A second country club is in another neighborhood of the tract, and in addition the Kerman Improvement Association is a live wire on progressive civics.

All varieties of fruits are raised in the Kerman districts and are excellent in size and quality.

An alfalfa meal mill takes 6,500 tons of alfalfa yearly from the surrounding farms, and the city has a model creamery. The creamery cost \$58,000, and with a capacity of 7,000 pounds of butter daily established a new mark in Fresno County by reducing the cost of butter and putting up a superior quality.

As a dairying district Kerman is advancing rapidly. It is a freight transfer point, the Southern Pacific branching here, one line running to Fresno and the other to Hanford.

KINGSBURG

On the southern border of the county Kingsburg, a city of 1,000, is an important point, promising to become a dairying center of the county. Peaches and raisins make Kingsburg an important shipping point, there being four packing houses located there.

Seven churches, two banks, five implement supply houses, a Masonic lodge, one hotel, five miles of macadam streets and five miles of sidewalks, with a large number of mercantile establishments, give an idea of Kingsburg's size.

A water system costing \$36,000 and a sewer system costing \$30,000 have recently been installed.

Twenty miles from Fresno, and a mile from the Kings River, Kingsburg is located on the Southern Pacific line.

Broad streets and modern business buildings give Kingsburg the notable position of a modern country town. A majority of the homes are attractive bungalows and the agricultural district adjacent is noted for its pretty country homes.

Kingsburg's assessment roll is \$351,060.

CLOVIS

Surrounded by the largest grape producing country in the world, Clovis lies twelve miles northeast of Fresno. Malaga grapes form only a part of the vineyards, but this is a more important producer of this variety than the original Malaga district in Spain. Some of the vineyards in this district produce as high as \$100,000 a season. On eight miles of the railroad, from seven shipping points, twenty cars a day are taken out by special trains during the shipping season.

Lumbering is an important industry for Clovis, 25,000,000 feet of lumber being shipped annually from the Fresno Flume & Lumber Company's finishing mill. Clovis is the shipping end of the forty-three-mile lumber flume from Shaver in the High Sierra.

Keys for thousands of pianos are furnished from Clovis.

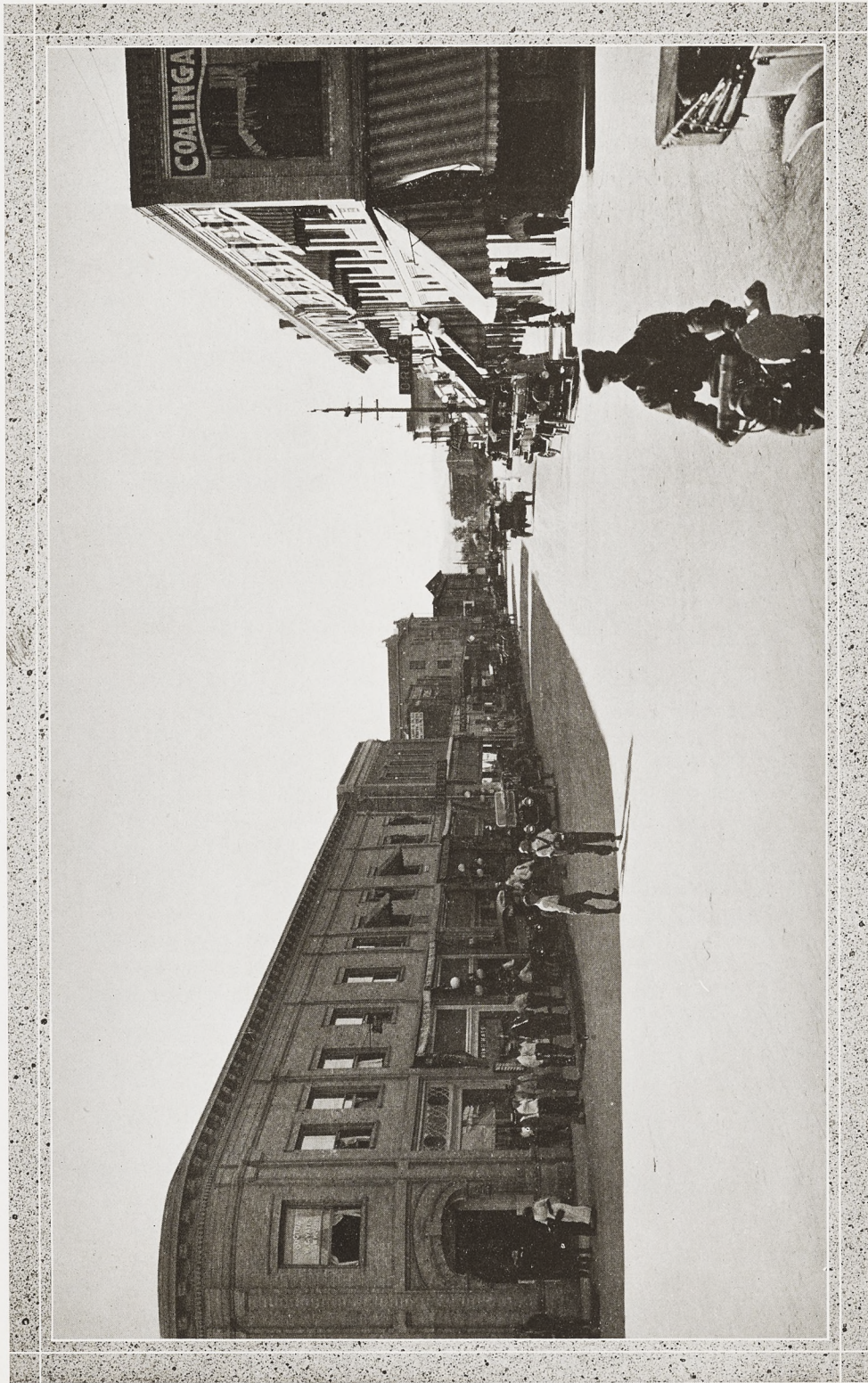
In addition Clovis is center of the Calimyrna fig producing district of Fresno County.

Clovis has a population of 1,500, six churches, seven packing houses, more than a score of flourishing merchandizing stores, and two banks.

One of the striking features of the Clovis vineyards is the borders of fig trees which add materially to the income from the vineyards.

CASCADA

Terminus of the wonderful scenic line into the heart of the Sierras, Cascada is just evolving out of the stage of a construction camp. Here is located the Big Creek power plant of the Pacific Light & Power Company, the largest and best developed power plant in the world.



COALINGA, SECOND IN IMPORTANCE TO FRESNO, IS THE CENTER OF OIL ACTIVITY IN THE COUNTY. THE OIL OUTPUT OF THE SURROUNDING COUNTRY IS \$10,000,000 YEARLY

Beginning this year Cascada is establishing itself as a mountain resort and bids to become one of the most popular mountain towns in the State. It is at an altitude of 5,000 feet and located directly below Big Basin, now known as Huntington Lake, on the shores of which a \$35,000 mountain resort hotel is being built.

Back of Cascada are located sulphur springs well known to mountain climbers, but which have been practically inaccessible to the tourist. The railroad now brings these springs within easy reach.

Cascada and Big Creek form one town, the railroad station being named Cascada, but owing to there being a town of similar name in the State, the post-office has been designated Big Creek. Hotel accommodations are being developed at Cascada, in addition to the Huntington Lake resort, and this will be Cascada's first year as an accessible mountain resort. It is six hours by train from Fresno.

AUBERRY

The principal foothill town of Fresno County is Auberry, located on the San Joaquin & Eastern railway to Cascada, the Big Creek Sierra country. From Auberry the mountain railway to Cascada commences, and here are located the shops of the railroad.

The Auberry Valley is destined to become the big apple district of the county. The town has been active two years as a railroad town, but agricultural development has been retarded owing to the fact that the railroad until the first of this year was operated as a construction line for the Big Creek power plant.

Now the railroad has commenced activities as a transportation line and the development of the valley is being rapidly accomplished. Apples, grapes, cereals and orchard fruits are being planted.

RIVERDALE

Riverdale, known the country over as a dairying center, is one of the most remarkable towns in the State. Two years ago there were three shacks in Riverdale. Cattle and sheep men were its only frequenters, and during the greater part of the year the three little shacks were under water.

No richer dairy land in the country is to be found today than Riverdale. It is growing so fast that one has to go there to find out how large it is. Substantial brick buildings, a bank, two of the State's largest creameries, and all the business enterprises essential to a country city are here found.

There are more than 8,000 milking cows in the district, producing from half a pound to a pound and a half of butter fat per day. Seven creameries work the district, including the two located in the town.

The shipments in addition to the dairy products include 1,000 pounds of dressed veal per day, twenty-five cars of stock per year and an average of a carload of hay per week.

Only one-fourth of the land is developed in the district and new dairying interests are continually pouring in. The dairymen average herds of forty cows, and hog raising is growing rapidly.

LANARE

A story of wonders is told in the development of Lanare, heart of the reclaimed area in the south-central portion of the county. Twenty months ago Lanare was known only to the heron, the frog and other life of swamp tule growth.

Today it is the terminus of the Laton & Western railroad, a seventeen-mile spur of the Santa Fe from Laton. Two million bags of grain will be



COALINGA GRAMMAR SCHOOL. FRESNO COUNTY CITIZENS ARE FIRM BELIEVERS IN GOOD SCHOOLS AS EVIDENCED BY THE SPLENDID SCHOOLS THROUGHOUT THE COUNTY

shipped out this season. A cheese factory, putting out 500 pounds per day, a city water works, hotel, general supply stores, post-office and several residences form the town.

Sugar beets, producing twenty-five tons to the acre, eighteen per cent. sugar, are raised in this district. Dairying, the leading industry in this section, is being developed in such rapid strides that it is hardly possible to estimate its extent, but there are more than 3,000 milk cows in the district.

Alfalfa is produced in enormous quantities in this district, and when it is realized that there is a year's supply ahead for dairying, and that dairying is increasing to meet the supply one can gain an idea of what progress is going on in this district.

CARUTHERS

Sixteen miles west of Fresno is located Caruthers. Four years ago this district was opened and now Caruthers is a thriving town. The contiguous district supporting Caruthers embraces twenty-four square miles and is devoted to alfalfa, grain, fruit and dairying.

There are two churches, a grammar school, several merchandizing stores, a lumberyard, packing house, hotel and post-office, in addition to a large number of residences. Organization of a \$20,000 company to open a cheese factory is under way.

Caruthers is on the Southern Pacific line running south from Kerman.

RAISIN CITY

Center of a rich grain and alfalfa district, Raisin City is located on the Kerman-Hardwick line of the Southern Pacific, north of Caruthers.

The town is built along modern lines, and has an active improvement club. Dairying interests are developing in this territory, while there is quite a little fruit growing and vineyarding.

Alfalfa is the most important crop of the district, and hog raising is developing this year in conjunction.

Has considerable commercial activity.

PARLIER

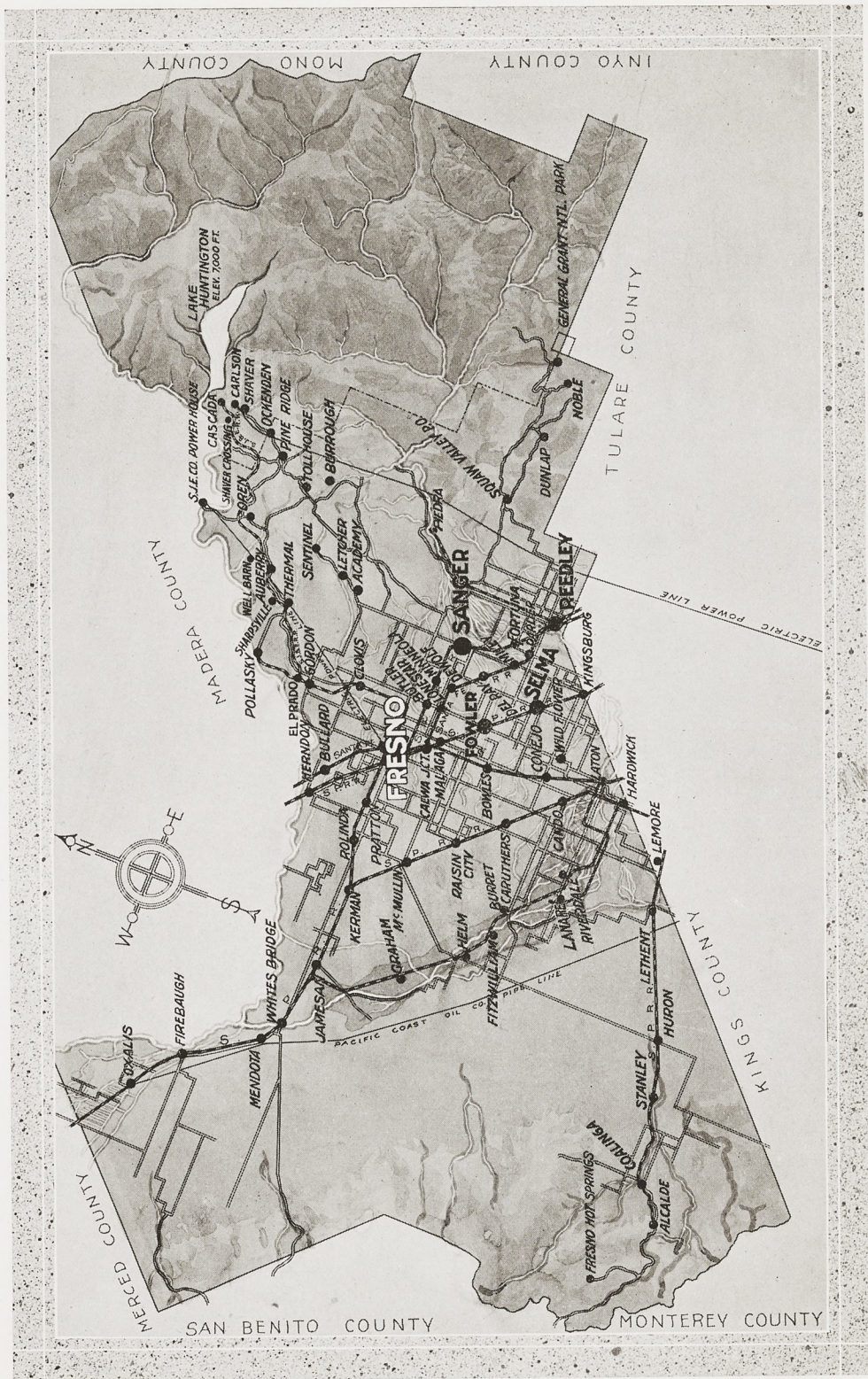
Northwest of Reedley, on the Santa Fe, a shipping point in a well developed vineyard district, is located the enterprising town of Parlier. Raisin production and orchard fruits form the basis of Parlier's support. The town is well established and merchandizing is active.

DEL REY

North of Parlier in a fruitful belt is the town of Del Rey, shipping point for a productive vineyard and orchard district. This is one of the richest and best developed districts of the county and business activity is intense here. The Santa Fe line to Reedley runs through Del Rey.

MENDOTA

Mendota, located in the rich agricultural lands of the northern end of the Fresno Slough, in the northwest corner of the county, is an important agricultural town on the Southern Pacific West Side line. Formerly a cattle and sheep town, Mendota is now the center of a well-developed alfalfa and grain raising district. Dairying and hog raising are developing in this locality.



THIS MAP GIVES A VERY CLEAR IDEA OF THE SIZE AND TOPOGRAPHY OF THE COUNTY. RAILROADS, COUNTY ROADS AND POPULATION CENTERS ARE SHOWN

CENTERVILLE

Historically known as one of California's pioneer towns, Centerville is located a short distance east of Sanger. On first surveys Centerville was believed to be the center of the San Joaquin Valley, but corrected surveys have established this point seventeen miles east at Fresno. Centerville is located in the most highly cultivated region of the valley, and some of the oldest orange trees in California are growing here.

OTHER TOWNS

Firebaugh, center of the irrigated district of Fresno Slough in the north-western corner of the county, is an important town of the West Side line of the Southern Pacific.

Alcalde, in the Coast Range foothills, west of Coalinga, was the coal mining town of Fresno County, which gave the Coalinga district its name. Coal mining has been practically discontinued, owing to the discovery that the coal is too young and soft.

Friant is the terminus of the Clovis branch of the Southern Pacific, tapping the northeast foothills out of Fresno.

Huron is center of the West Side sinks in the south central portion of the county. It is located on the Southern Pacific line to Coalinga, and some of the best stands of grain are raised here.

Oakhurst, center of the Kings River thermal belt, is located on the Santa Fe east of Sanger. The district contributory to Oakhurst produces all the principal crops of the county.

Wahtoke, terminus of a branch Santa Fe line out of Reedley, is a noted vineyard district. The largest winery in the world is located here.

FitzWilliam, Burrel and Wheatville are located in the big reclamation district of the Summit Lake lands.

This booklet is merely an outline of Fresno County's resources and possibilities, prepared that you may appreciate the astounding versatility and prolific productivity. Information in detail on any subject will be furnished cheerfully by

THE FRESNO COUNTY CHAMBER OF COMMERCE

Fresno, California.

Or any of the following organizations:

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Coalinga Chamber of Commerce.....Coalinga, Cal.	Parlier Chamber of Commerce.....Parlier, Cal.
Selma Chamber of Commerce.....Selma, Cal.	Riverdale Chamber of Commerce....Riverdale, Cal.
Clovis Chamber of Commerce.....Clovis, Cal.	Laton Chamber of Commerce.....Laton, Cal.
Reedley Chamber of Commerce.....Reedley, Cal.	Kerman Chamber of Commerce.....Kerman, Cal.
Kingsburg Chamber of Commerce..Kingsburg, Cal.	

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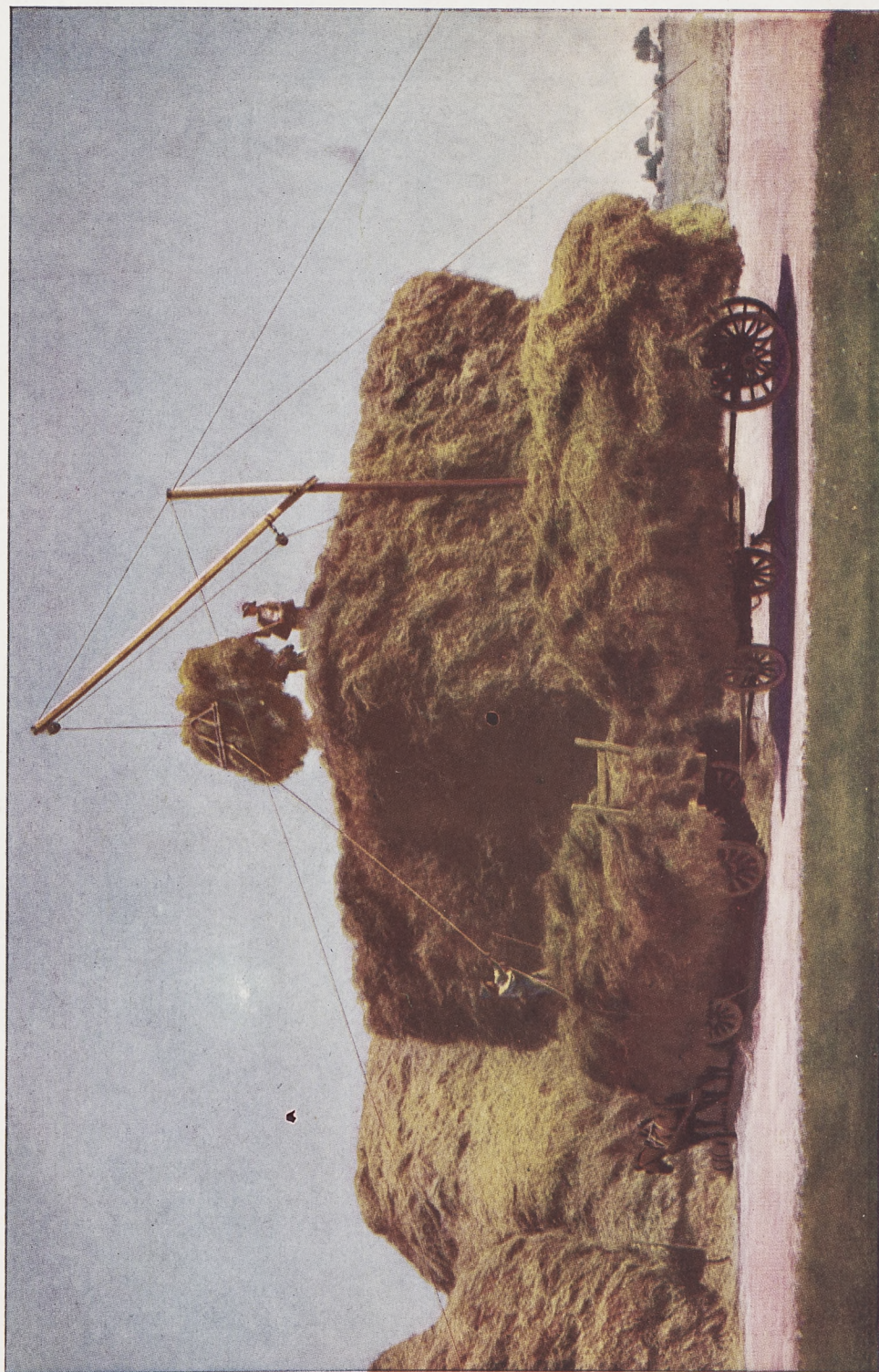


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STACKING A MOUNTAIN OF NEW-MOWN ALFALFA, WHICH LATER WILL TURN INTO CREAM CHECKS OR CHECKS FOR FAT CATTLE

FRESNO COUNTY CALIFORNIA



DRIVEWAY AND ENTRANCE TO BEAUTIFUL KEARNEY PARK